AMERICAN BUILDER

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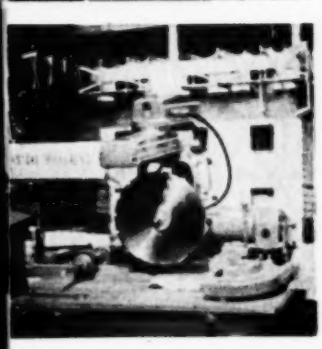

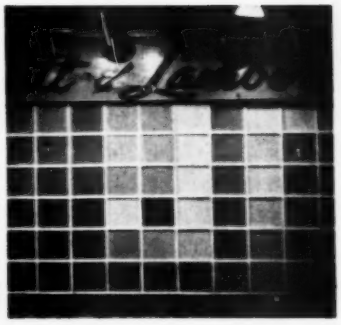

1954 NAHB TENTH JUBILEE SHOW CONVENTION and EXPOSITION ISSUE

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PRODUCTS EXHIBIT in print

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A Four-Point Program for the Industry

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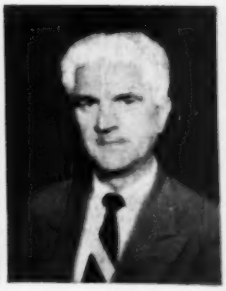

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*Illustrated above is NuTone Model 831 for Ceiling and Wall. $28.50 list.

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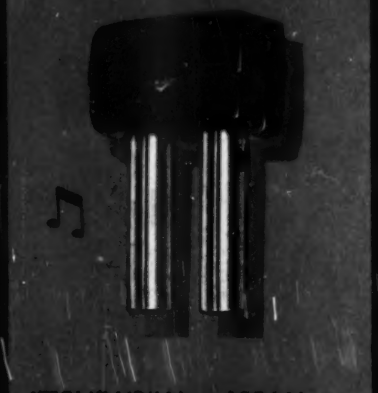

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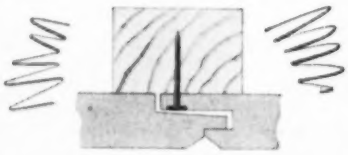
Build easily and inexpensively with Johns-Manville Ceiling Panels and Wall Plank



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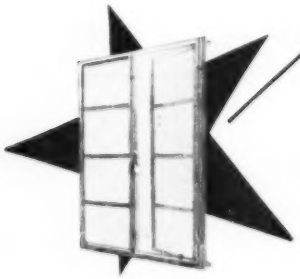
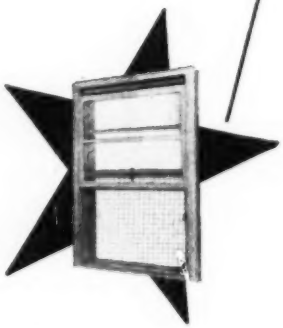


Aluminum Residence Casement
Never needs painting—easy to open, wash from inside—easy to install—no fitting necessary—easy to screen.



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Steel Residence Casement
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We Salute NAHB

FOR MORE than three centuries there was no home building industry in what is now the United States, in spite of the fact that immigrants from overseas and their ancestors had been building good and permanent homes and pushing westward ever since the first of them arrived on Cape Cod. It is true, of course, that since the early Colonial days there have been designers, craftsmen, builders, manufacturers and distributers of recognized and professional individual status who have combined to produce homes. But the various segments worked within their own spheres, and the members of those segments worked as individuals. There was no meeting ground, no forum for the personal exchange of ideas nationally, and with few exceptions, locally. There was no leadership. There was no way to get it.

A lot of space could be devoted to the handicaps thus imposed on home builders and home seekers. A lot of space could be used to speculate about the effect of this disorganization on the creeping decay of older houses that has become a blight on American economy. But nothing is ever gained by recounting the ills of a condition for which a cure has been found.

The important and significant fact is that today there is a home building industry. There has been one for a decade. There is a home building industry because a handful of gravely concerned builders met a few years ago and after an evolutionary period evolved the National Association of Home Builders. We add with great pride that *American Builder's* publishers and editors were encouraging and counseling parts of the formative and organizing meetings—that these were the only encouraging voices lent to those of the organizing pioneers.

The association's first convention was attended by a few hundred builders. Today, the membership is about 25,000. The fledgling association long ago achieved recognition and stature. It has fought for the existence of the industry as a private enterprise operation; it has rationalized public housing against what at times appeared to be almost hopeless odds; it brought sense and balance to price and material restrictions during the war; it has moved from its enforced original defensive position to articulate, dynamic leadership; it has nurtured and developed scores of able leaders within its ranks; it has assumed the initiative in the demand for adequate housing for all Americans; and it has progressed with dignity and conviction in the pursuit of every policy it has outlined.

The association's early years of providing organization and direction to a heretofore sprawling agglomeration of builders is a record that must be called magnificent. With adequate capital resources and unlimited personnel for leadership, the next ten years may be viewed confidently, as a period in which the association will influence American housing standards by raising them to levels never approached before in fact or fancy.

Congratulations to NAHB on this anniversary from a lifelong friend and ally.

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TRENDS *in the Building Field*

easy money is in sight for 1954

"THE SHORTAGE of mortgage money is over," say many builders and lenders. The Wall Street Journal recently checked 100 builders, lenders and real estate agents in 11 cities and 70 per cent agreed that there is more cash available now for financing home purchases than there was three months ago. Some 18 per cent of the interviewees reported no change; only 12 per cent noted a decline in available mortgage money.

Another indication of easy money is a fresh show of strength in the U. S. bond market. Business Week reports that investors rolled out a red carpet for the Treasury's last big borrowing operation of calendar 1953. Subsequently, Wall Street investors thought they saw some clues to the probable action of loan costs in the near future. Their predictions: (1) *Easy money.* (2) *Perhaps still lower interest rates than those prevailing now.* (3) *No return to the rock-bottom rates of 1946.*

ACCORDING to recent reports, lenders seem to be more interested than previously in mortgage loans guaranteed by the VA or FHA. A New York banker explains, "With the recent decline in bond yields and other interest rates, the 4½ per cent government mortgage is beginning to look a lot more attractive." In Chicago, a mortgage banker says, "Some building and loan associations that had been insisting on a 5½ per cent rate now are inclined to take 5 per cent loans for houses in better areas."

IT IS BELIEVED that the shortage of mortgage money has slowed housing starts since July. During the months of July through October, 1953, housing starts declined a total of 33,000 units, or 8 per cent, as compared with the same months in 1952. It is estimated, however, that final reports for 1953 will total slightly more than a million new residential units.

There is every indication, moreover, that 1954 will be another million-unit year. The increased supply of mortgage money will make it a practical certainty.

THE "Conference on Distribution" held in Boston recently has as much significance to builders as it does to manufacturers and retailers who are wondering what the future holds as far as a continuation of the high level of business activity.

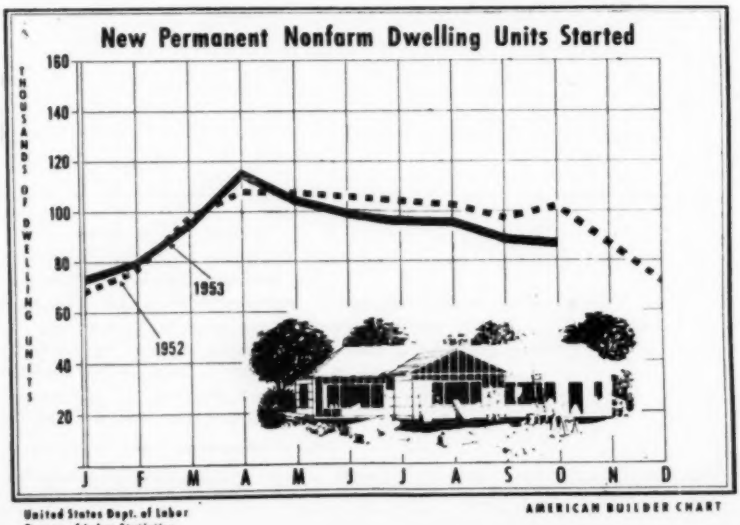
These marketing people are confronted with the fact that they will have to sell about nine per cent to ten per cent more consumer goods and services than the estimated $230 billion last year. They figure that they will have to pull out all the stops on salesmanship, both printed and verbal. They plan to make it easier to shop by keeping open at night, by packaging things better and dramatizing their products.

They recognize the explosive effect that decentralization has had on the economy in terms of the demand for more cars, new shopping centers and new homes.

They look at the mass market as the standard of living which the American people demand and which they satisfy with goods and services. The mass market results when the number of consumers is multiplied by the bill of materials which the average family's standards demand.

A BUILDER, whether he builds two houses a year or a thousand, has exactly the same problems and opportunities as a large manufacturer who has a market research department and advertising experts to guide his policies.

If the shortage of mortgage money is actually over, new building can be expected to maintain its present high volume. But builders must continue to use every opportunity for improvements in design and efficiency, and must do a persuasive selling job, just as the largest manufacturers are doing.



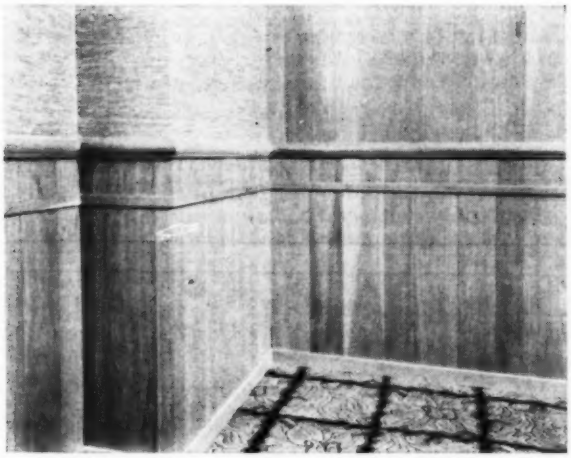
United States Dept. of Labor
Bureau of Labor Statistics

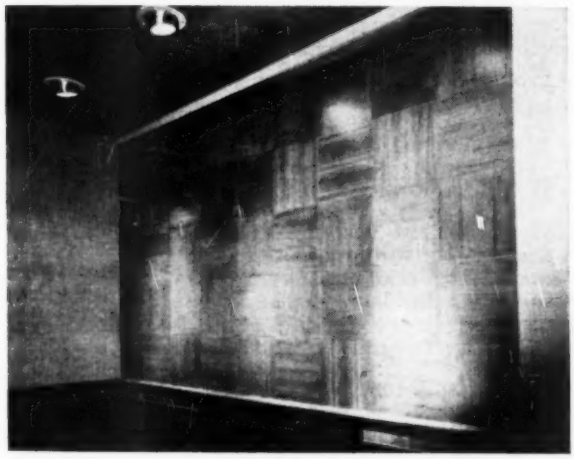
AMERICAN BUILDER CHART

$12,000 . . . $18,000 . . . $35,000 homes . . . there's a paneling that's right in the complete line of . . . .

Roddiscraft

DECORATIVE PANELING





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Buildercast—

- LOCAL NEWS
- FORECASTS
- NEW TRENDS

NORTHERN area

File your FHA insurance applications for spring building within the next month, if you would avoid an inevitable delay in processing time later. That's the warning just issued by Wendell O. Edwards, Detroit FHA director, who points out his staff was reduced last fall, will be cut again this month, with no prospect of increasing it. Timely advice for any builder who would avoid the application rush of March and April.

New wave of wage boosts throughout building trades may strike Chicago area next June. Initial overtures by plumbers' union propose to hike hourly pay 4 1/2 per cent, ask 2 1/2 per cent more for a union holiday fund and 4 per cent more for a vacation fund: total increase 11 per cent . . .

As goes mortgage money, so housing starts will follow, no matter whether down payments are lowered or not. This view is shared by HHFA Administrator Cole and FHA Commissioner Hollyday.

The government officials have indicated that lower down payments alone will attract no more construction money. National spokesmen for the lending institutions say that only the home market itself, not limited availability of mortgage money, will determine 1954 home production. Employment security is regarded as more important than size of the down payment. Home building leaders believe private lenders must make lower initial payments available at moderate interest, or many buyers will be lost. Failure to do this, they warn, may force politicians, who want to keep the million-a-year starts rate going, to put the government in the lending business.

There has been general agreement for several weeks that funds will be more readily available in the next few months than for some time. But just where and when this will be felt is rather vague, at the moment.

During the past three months, NAHB President Spiegel and Executive Director Dickerman have been on tour almost continuously, preaching the importance of rehabilitation work to community and builder alike. Invariably the talk would shift to financing. Builders raised the burning question: "When are we going to be able to get a fair shake from the mortgage boys and get loans without being forced to accept a discount or pay a premium?"

There's no exact answer. However, invested savings have continued to rise steadily and substantially, while consumer and business loans are below normal seasonal demand. Rate of capital expansion is dropping and loans from Federal Reserve Banks have been cut sharply — so there is more money than ever in the "kitty" to make credit available.

Therefore, don't hold back on plans for 1954. Talk, without direct action to back it up, is not encouraging, but the lag which is always present between announcement of a new plan for home building and the time its effects are first realized appears to be nearly over.

Look for an easing in home buyer credit just "as advertised." Builders ready to offer good design, backed by good construction practices, can be off to a running start just as soon as the financial barriers are lifted in their areas. Precious time may be lost to those who wait until their bankers call. Discounts and premiums may still be demanded, but at a lower level — probably one to three points . . .

New Jersey HBA certified-bonded builder program has completed its first full year, unmarred by a single claim. The plan requires all members to be certified.

Late Year Building Drive Spurs Fast Start in 1954

Many larger areas in northern states were shooting toward a near record residential building mark as 1953 drew to a close. The late season activity bid promise to carry over an unusually high rate of starts into the new year. Ten-month Dodge Reports totals for 37 states east of the Rockies put residential work down 3 per cent, but there were strong indications the entire reduction could be traced to slight cutbacks in some southern areas.

Housing permits in Chicagoland last year were running over 6,000 ahead of the 1952 pace at the ten-month mark, according to the Bell Savings monthly survey. There were indications the year's total would approximate a 20 per cent gain: well over 40,000 units. More than 90 per cent of the work involved one and two-family homes.

A fast start toward continued highs this year was seen with the announcement that American Community Builders, developers of the vast Park Forest south of the city, planned to build 546 more houses by spring.

It's the same story in the Detroit region, where on last Oct. 1, 26,797 new dwelling units planned represented an improvement of nearly 25 per cent. The Regional Planning Commission noted that new housing in the suburbs is running five times as heavy as that within city boundaries.

Long Island, N. Y., was expected to reach the 40,000 new-home mark for the fourth straight year, according to Long Island Home Builder Institute estimates in November. Every weekend introduces an average of five to ten additional home developments.

One of New England's busiest areas was the Hartford, Conn., region, where 3,780 starts were reported for the first ten months of 1953. While this was 10 per cent below the pace set a year previous, it was expected to near 4,500 by Dec. 31, far exceeding early predictions for a 4,000-home year issued by the Home Builders Association of Hartford County.

Nearly $100 million in residential construction was indicated for the first three-quarters of 1953 for the Minneapolis-St. Paul area. It represented a 24 per cent gain. Des Moines, Iowa, based on a $20 million count at the same time, was headed for a record construction total of $25 million. Cedar Rapids, Iowa, had surpassed its entire 1952 home production by the end of October, at which time 547 new dwelling permits had been issued.

Big Hartford Turnout Hears Dickerman

Annual meeting of the Home Builders Association of Hartford County, held Nov. 19 in the Rockledge Country Club, West Hartford, Conn., brought out 224 members of the 412-man roster to hear John M. Dickerman, NAHB executive director, report on the Washington scene and to elect officers. Membership campaign of the group was to end December 31.

Howard L. Menzel

Howard L. Menzel of Farmington was elected president, succeeding Samuel A. Walters. Other officials chosen included Harold Fenton, Bloomfield, first vice president; Rocco J. Alexander, East Hartford, second vice president; Ansel Arnold, East Hartford, secretary, and Joseph M. Howard, West Hartford, treasurer.

New England Group Cited for Quick Action After Tornado

Master Home Builders Association of Worcester, Mass., won praise at annual dinner from Emanuel M. Spiegel, NAHB president, for its work in rebuilding tornado devastation of last June. Seated at head table (l. to r.) are Robert H. Wood, executive secretary; Peter George Jr., assistant chairman; Sidney Martin, dinner chairman; Thomas Courtney, FHA appraiser; John A. Olson, past president and national director; City Councillor Emile L. Rousseau, home show manager; Arthur L. Perron, president; Spiegel; Clark B. Sundin, past president; Milton A. Thompson, past president; William A. Bennett, sheriff; George Howarth, Boston VA; W. L. Banaghan, president, Board of Realtors, and Willard Hedlund, superintendent of public buildings

NORTHERN NEWS CONTINUES ON PAGE 12-N

LATH and plaster

"In more than 3000 Colpaert homes built and sold in our Belleville development—at least 90% have been lathed and plastered! We've tried other methods but after investigation returned to genuine lath and plaster. It helps sell houses."

Joseph D. Colpaert, Sales Manager
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"Plaster Costs No More"

Mr. Walter K. Taylor in charge of construction of Colpaert houses says, "Our experience has proven to us that genuine lath and plaster construction is every bit as economical as other materials when all finishing costs are taken into consideration.

"In our $7000 homes all rooms except bath and kitchen are float finished. Kitchen and bathroom walls are troweled and painted in all houses."

sells $7000 Homes *FASTER!*

For Colpaert Homes, Inc., South Bend, Ind.

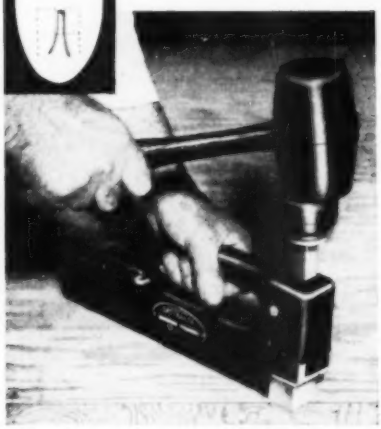
Colpaert, like many leading builders in all sections of the country, has discovered the real economy of using genuine lath and plaster construction in its houses—even those in the $7000 and $8000 class.

Ask your plastering contractor for comparative costs for wall and ceiling construction. Ask him about the new standards of lathing and plastering craftsmanship adopted by the National Bureau for Lathing and Plastering. Demonstrate to yourself, by actual test, the selling power of the public demand for genuine lath and plaster.

MANUFACTURERS OF LATHING AND PLASTERING MATERIALS

These $10,500 homes are typical of the outstanding values offered by Colpaert Realty which builds homes in all price ranges from $7000 to $15,000.

Machine Driven Staples Replace Hand Nailing on Many Jobs!



A neater, more secure application of roofing sheathing, floor underlay, quarter round and similar fastening jobs is now being done in *less than half the time* with Spotnailers.

The Spotnailer, a magazine fed nailing machine, is portable, light weight and dependable. One blow of a rubber mallet drives a heavy gauge, galvanized staple either flush or countersunk into the hardest woods. Staple points "fish hook" into wood for extreme holding power.

A wide variety of Spotstaple sizes and types are available to suit each particular application. Standard sizes: ⅜" to 1 3/16".

Try a Spotnailer on your job without obligation. Factory representatives in principal cities.

Write for complete information

SPOTNAILS, INC.

Evanston, Illinois

NORTHERN NEWS

(Continued from page 9-N)

Bildor Best Citizen of 1953

That's Charles F. Vatterott, Jr. (left), receiving the symbolic trophy at the Nov. 21 installation of officers of the Home Builders Association of Greater St. Louis. Looking on (from left) are Norman R. Schuermann, trophy donor; St. Louis County Counselor Jack McAtee who made the presentation, and Ben Goldberg, who was installed as president

Second Vatterott Brother Wins St. Louis Trophy

The Schuermann Trophy, awarded annually to a St. Louis builder in recognition of outstanding service to community and fellowman, was presented to Charles F. Vatterott, Jr., Nov. 21 at the annual dinner-dance of the Home Builders Association of Greater St. Louis.

At the same time, Ben Goldberg, who came from Russia as a small boy, worked in menial jobs as a youth and has just rounded out his first 30 years as a builder, was installed as association president. Nearly 1,000 persons witnessed the twin ceremonies at the Hotel Chase.

Vatterott, who has won national recognition for extending preference in his subdivision to families with children and for promoting better race relations, is the oldest of four brothers, each a home builder in his own right. One of them, Joseph H., won the "Bildor Best Citizenship Award" two years ago when it was first offered by Norman R. Schuermann.

Regional Prize Winner Honored at Camden

Camden Courier Post

Minneapolis-Honeywell regional award winner Richard C. Goodwin (right) receiving a watch-bill clip from Robert G. Hayes, M-H regional sales manager, at November 18 meeting of Home Builders League of South Jersey in Camden. Harold D. Sarshik (left), association president, and Edward G. Gavin (second from right) editor of *American Builder* and featured speaker, witness the presentation

Roamin' the North—

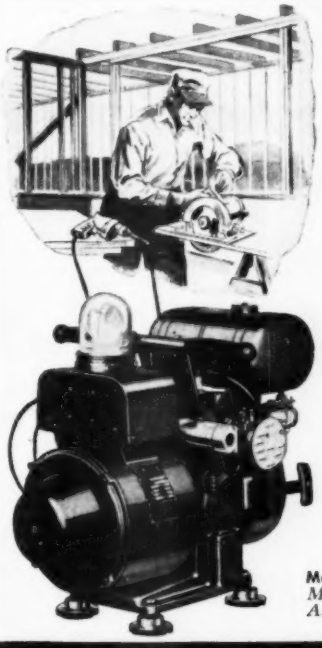
Art Falace, exec veepee of Ohio Home Builders Assn., was a busy bee at the OHBA convention in Akron introducing his successor, **Clifford St. Clair.** Art has just stepped into Ben Stormes' shoes at the HBA of Greater Cleveland, as exec director. Ohio reports 2600 members (nearly 10 per cent of the National's strength), a jump of 150 per cent since Art took over four years ago. . . **Arnold Olson**, for some time executive secretary of the Greater Bridgeport (Conn.) Builders Assn. while doubling in brass as building editor of the Bridgeport Sunday Herald, has left the association post. **Dave Williams**, nominating committee chairman, announced at the Nov. 13 meeting that **Augustus J. Pace** was named to succeed **Frank J. Labbance** as president. . . More than 150 members and associates attended annual dinner meeting of New Haven HBA Nov. 12, re-elected **Lou McDermott** president. . . Indiana Lumber & Builders' Supply Assn. is arranging group insurance for members, reports **Bob Craft**, secy.-treas. . . .

50 Years a Builder

Hyman Loshen, celebrating his golden anniversary of construction activity on Long Island, N. Y., and still going strong as president of Loshen Brothers, receives a citation commemorating his achievement from Walter G. Stackler, president of the Long Island Home Builders Institute

Spare Those Trees—

White Plains, N. Y., has a regulation requiring a builder not only to preserve existing trees on building sites but to plant additional ones where needed to maintain its country atmosphere. Paging FHA Commissioner **Hollyday** who recently issued a broadside urging builders to save their trees. . . **Herbert S. Greenwald**, Chicago builder, has begun a 65-home project in Eastchester, near White Plains. . . Veteran Long Island builder **Anthony Villett** has expanded operations to take on a 200-plus unit job in Waverly, Ohio. . . .



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ELECTRIC PLANTS
Portable Power Anywhere, Any Time

Jobs move faster

Portable, low-cost model saves expense and bother of temporary power line hook-ups. Operates saws, drills, planers, grinders, pipe threaders and cutters, other tools. Develops 1500 watts AC. Engineered throughout by Kohler. Two-wheel rubber-tired hand truck available. Other sizes 500 watts to 30 KW. Write for folder 20-N.

Model 1.5M25, *1500 watts, 115 volt AC. Manual control. Weight 130 lbs. Also 115 volt DC weighing 101 lbs.*

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION CONTROLS

How to Offer Low Cost Housing!

See Sweet's

FREE! New Catalog!

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

Build More Saleable Area into Homes with BESSLER Disappearing Stairways

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A *real* stairway—not a ladder.
3. Seven well-engineered models—for every need.
4. Safety-designed in every detail for your protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. ALL steps are of equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel and flush types; hardwood doors in flush type only.
16. Tailor-made for all heights—no short or long steps.
17. Proved in performance—hundreds of thousands in constant daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.

The Bessler Disappearing Stairway Co.
1900 East Market St., Akron 5, Ohio

BESSLER—best for over 40 years!

In 1954—Again Spearheading a

Hotpoint

Hotpoint House of the 50's built by Friend Builders in Brookside Estates, Columbus, Ohio, inspected by over 50,000 persons during "open house."

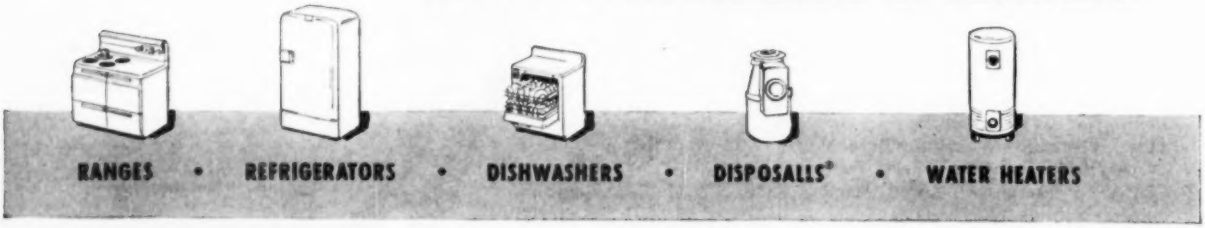
Overlooking the Brookside Country Club in Columbus, Ohio, this all-electric Hotpoint House of the 50's, built by Friend Builders, exemplifies the advancements made by the building industry to build better living into today's modern homes.

Not only did the promotion of this Hotpoint House of the 50's create exceptional interest in this particular home, it also led to the development of an additional half-million dollars in business for the builder. To quote the builder, "The response was fabulous—thanks to Hotpoint."

Inasmuch as electrical living is becoming an integral part of the American way of life, this home was completely equipped with Hotpoint Appliances. Here buyers found all the attributes of modern living presented under the label of one pioneering appliance manufacturer—one whose accepted high standard of quality reflected the quality standard of the builder.

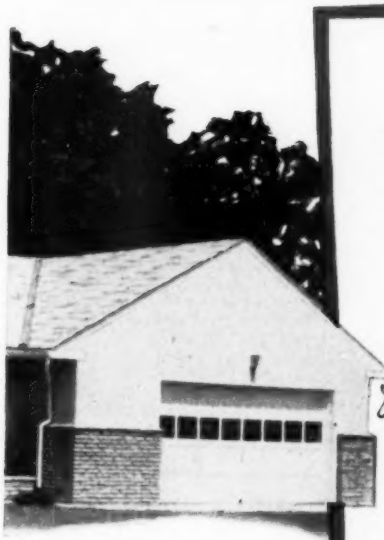
Equip the homes you build with Hotpoint Appliances, and join the builders who stand out above the rest . . . whose homes sell faster . . . whose reputation for quality building is the highest because they offer the finest. You should investigate the highly successful merchandising package Hotpoint has for you in its Hotpoint House of the 50's program—a program providing the answer to faster home sales everywhere.

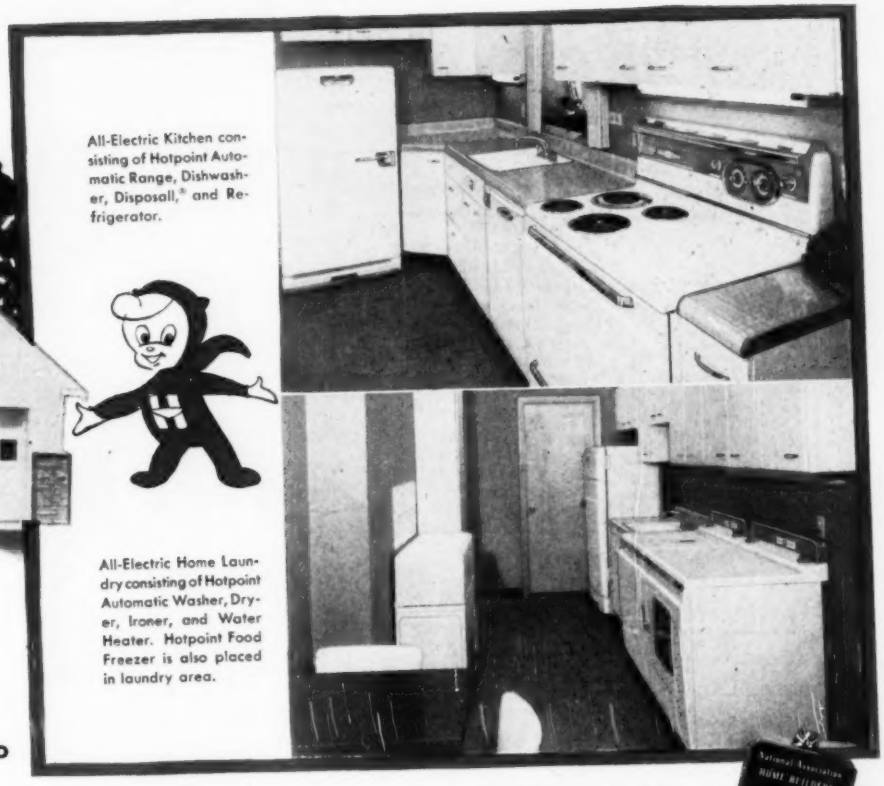
HOTPOINT . . . PACEMAKER OF PROGRESS!



Proved Sales Program for Builders...

HOUSE OF THE 50's



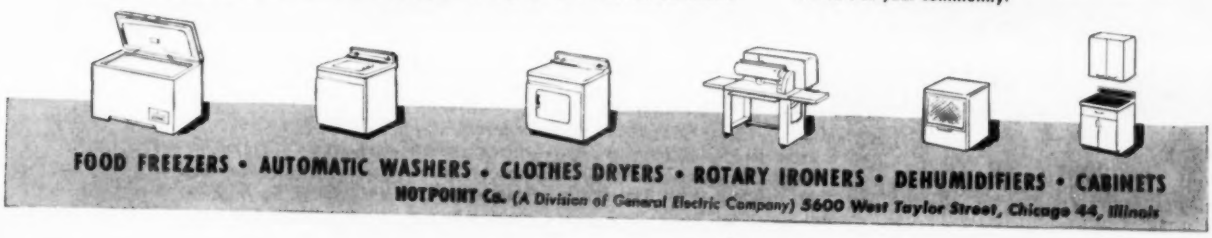


FRIEND BUILDERS OF COLUMBUS, OHIO report...

"The Hotpoint House of the 50's was the best promotion event in which we have ever participated. In eight days the home was inspected by more than 50,000 persons. To date, $500,000.00 worth of business has developed from this home, and we are still getting calls. In addition to the monetary value of this promotion, we believe the name, Friend Builders, has gained considerable prestige in Columbus and central Ohio. We have earned the reputation of a quality builder who **includes quality appliances in his modern homes.** We are happy to recommend without reservation the Hotpoint House of the 50's merchandising program to any builder in the United States."

See the complete line of Hotpoint appliances on display in spaces 49-50-52 Exhibition Hall, Conrad Hilton Hotel, during NAHB Convention.

Write now to the Builder Division, Hotpoint Co., 5600 West Taylor Street, Chicago 44, Illinois, for full information on how Hotpoint will co-operate with you in the building of a Hotpoint House of the 50's in your community.

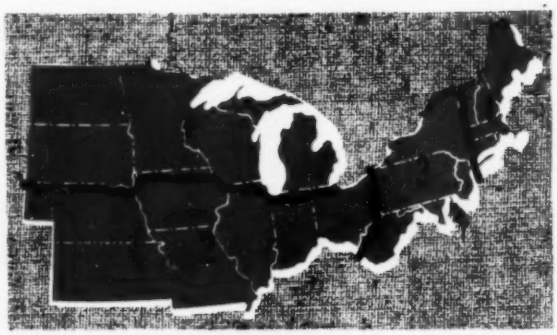


AMERICAN BUILDER

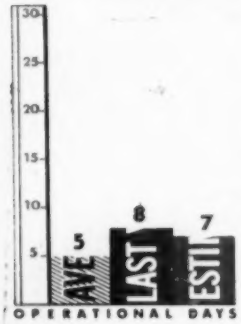
building weather for January

An exclusive *American Builder* service
prepared by Irving P. Krick, Ph.D., and Staff

NORTH: For the coming month, the northern United States should, in general, experience more favorable weather conditions than normally occurs. Consequently, the total number of working days classified as operational, with the exception of Area 2, should be greater than the long-term average.

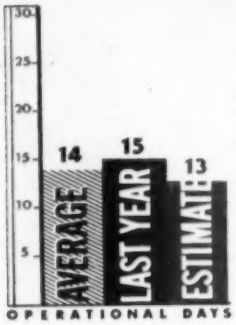


Timing of weather events is indicative of trends. Don't expect precipitation on every day of the period indicated

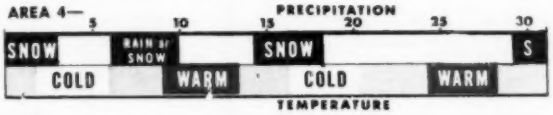


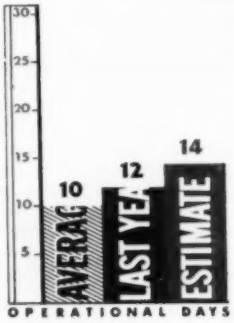
Warmer than usual weather is in prospect during January, 1954 with temperatures likely to average three to four degrees above normal. Precipitation totals for the month should vary from somewhat below normal in the western Dakotas to slightly greater than normal in the Great Lakes region. In January of last year, warm and mostly dry weather was observed. Only in the western Dakotas and in northern Minnesota were greater than normal rainfalls and snowfalls recorded.

Both temperatures and precipitation totals averaged above normal during January, 1953. Warmer than usual weather again is expected to prevail during January of 1954 with temperatures likely to average about two to three degrees above normal. Rainfall and snowfall amounts are expected to be greater than normal in West Virginia, decreasing northeastward to below normal in upper New York state.



January, 1953 was warm and dry, as compared to the long-term averages. For the coming month, builders may expect warmer than usual weather to prevail once again although rain and snow amounts should generally average near the January normal in the western and central portions of the area. Illinois, Indiana and Ohio, however, may anticipate wet weather and thus, fewer operational days.

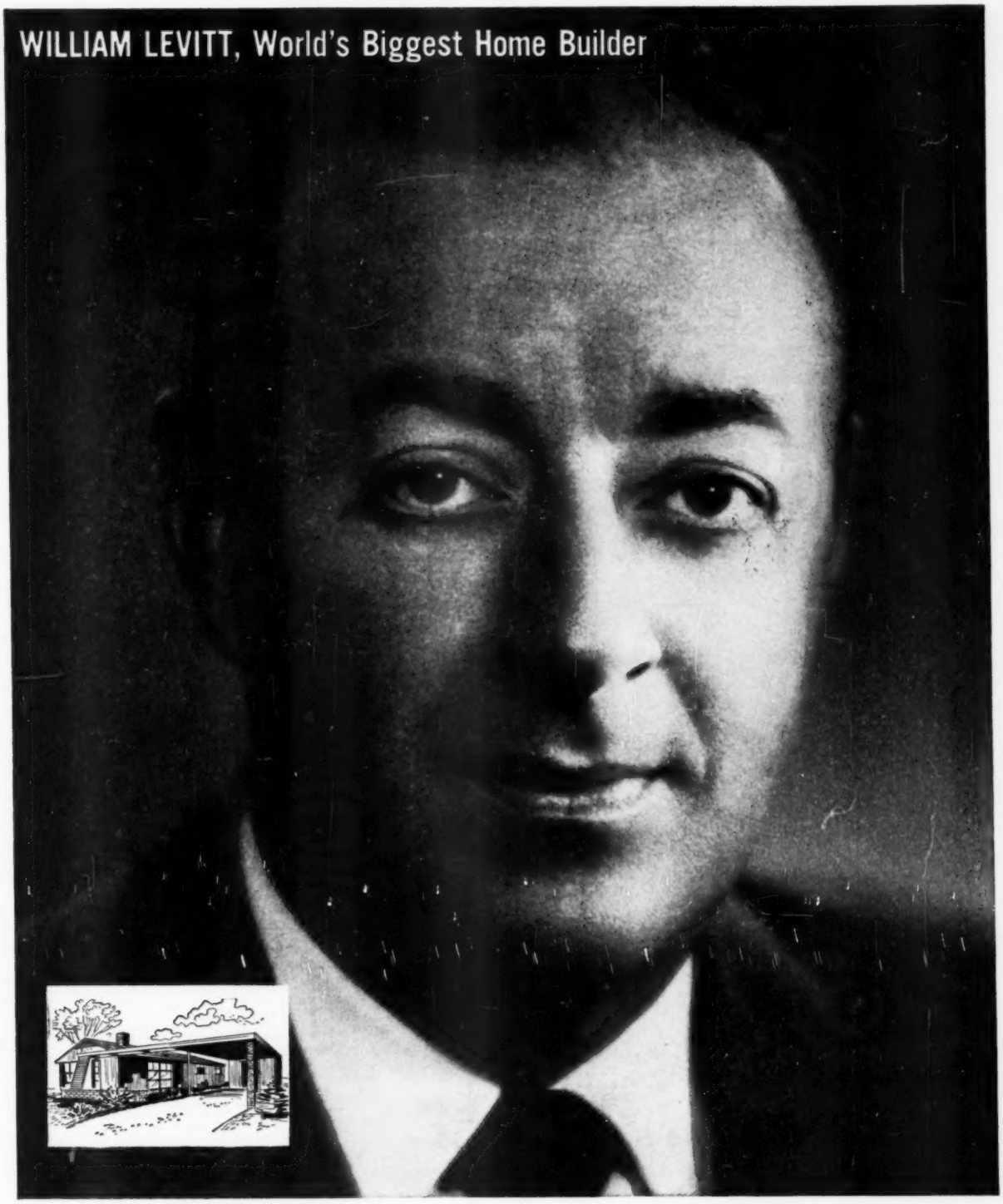




In January of last year, warmer and somewhat wetter than usual weather was observed in the New England States. For January of this year, the outlook calls for above average temperatures and below average precipitation amounts. Thus, the number of operational days should exceed that observed in January, 1953.

CRITERIA

Special climatic studies were made for selected cities in each area to determine AVERAGE and LAST YEAR Operational Days. ESTIMATES are *generally* applicable to each area. Precipitation and temperatures extreme enough to stop outside work have been forecast as number of NON-operational days. Naturally, inside work (plastering, wiring, finishing, etc.) may on occasion proceed without interruption even through the cold and wet spells shown on the month's timing bar.



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(Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.)

The Saturday Evening
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-gets to the heart of America

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One man can install a built-up R·O·W window. Taking out sash lightens the unit for easier handling. Sash can be primed and safely stored until the job is ready for interior trim. Builders report labor savings up to 50%.

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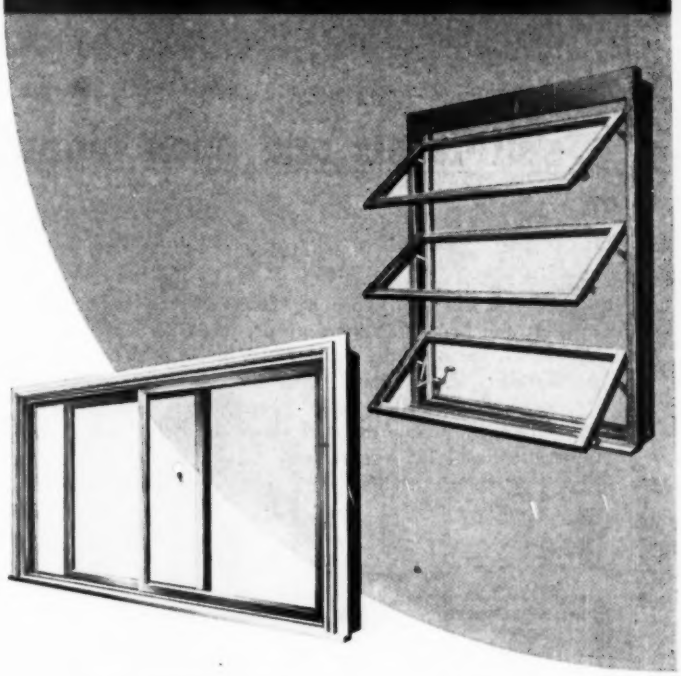

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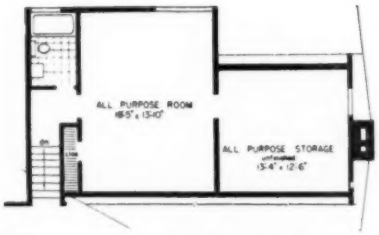
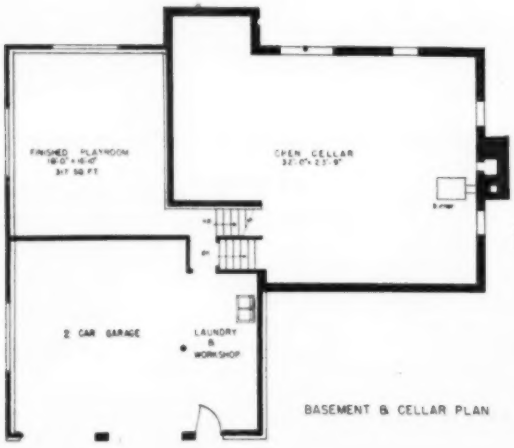
split-levels and open planning from Long Island

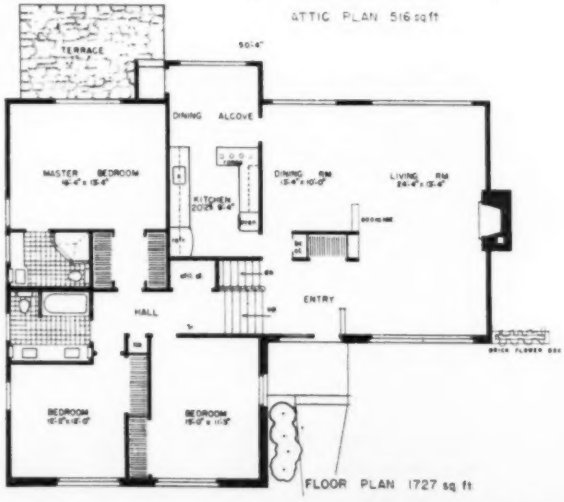
THIS tract house, at $26,500, by S. Richard Silbert and Leon M. Silberstein produced 28 contracts for others like it in the builders' 49-house project at East Williston, Long Island. Only three buyers wanted the optional expansion attic plan, which the builders achieve by raising the roof above the living room. The house has 1,727 square feet.



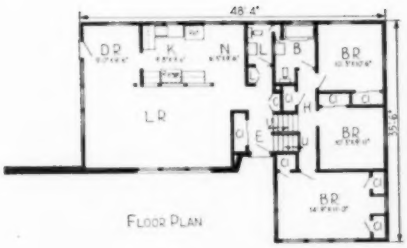
ATTIC PLAN 516 sq ft



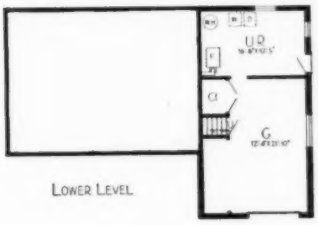
BASEMENT & CELLAR PLAN



FLOOR PLAN 1727 sq ft



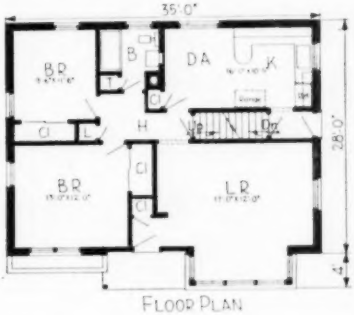
FLOOR PLAN



LOWER LEVEL

Des Moines flirts with a split-level

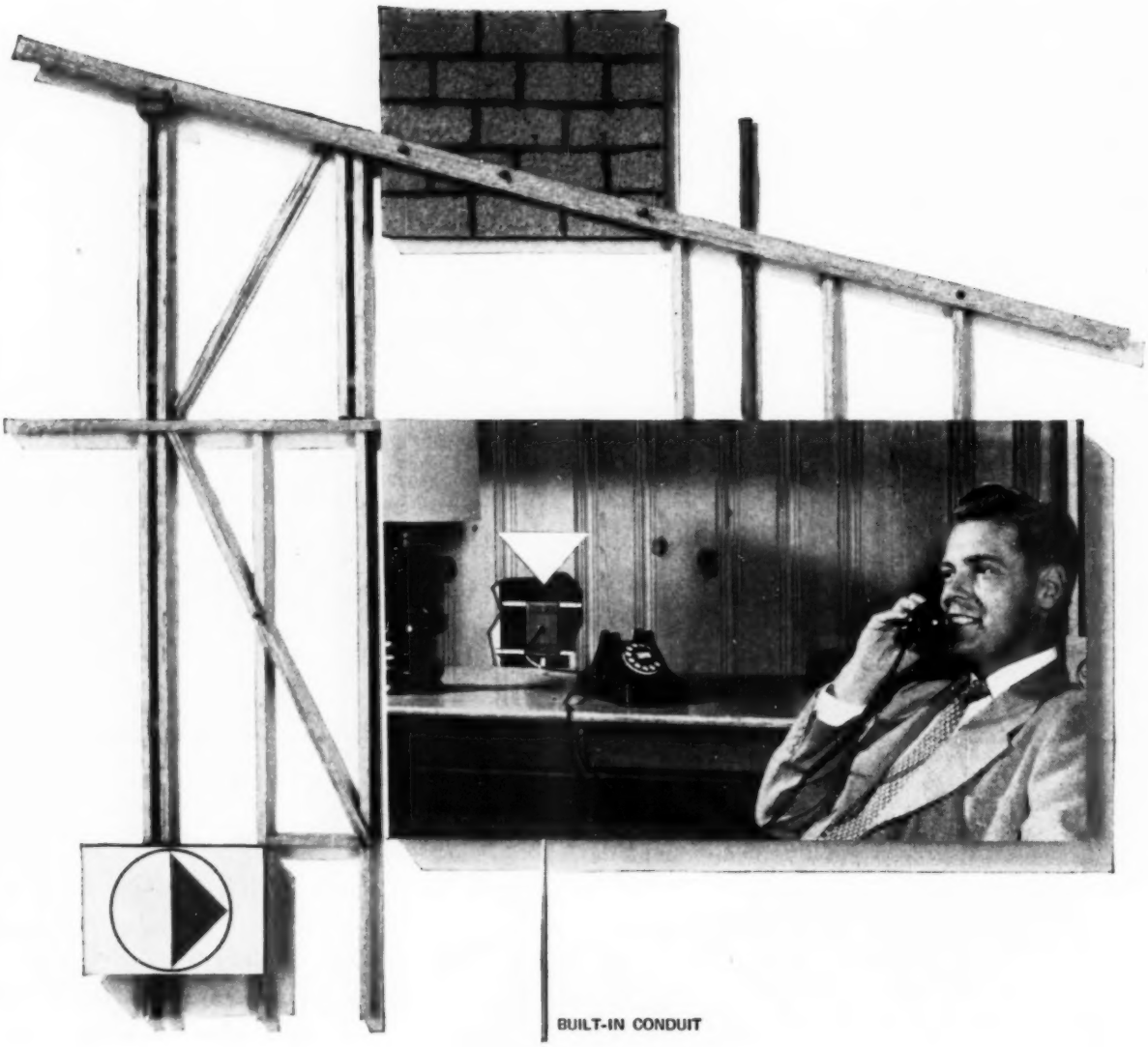
A 3-LEVEL CONTEMPORARY built by the Darwin T. Lynner Company and shown furnished, priced at $27,500. Lynner clocked 21,500 visitors through the house during the eight days of National Home Week. While the house did not sell during the Week, it stimulated six other Lynner sales, had several interested prospects at end of Week.



FLOOR PLAN

popular in Milwaukee

BUILT by Reuben Rodell and Robert Somers, this model sold in one week for $17,500, including lot, and produced six additional orders, signed and sealed, three of which involved trade-in houses.



BUILT-IN CONDUIT

Every home you build will have at least one telephone.

And most homeowners do want telephone wires concealed.

There's an easy, inexpensive way to provide for this.

Have telephone conduits built in.

Your Bell Telephone Company will be glad to help you work out economical conduit installations. Just call your nearest Business Office.

BELL TELEPHONE SYSTEM

There's nothing like the new

DEXTER

"Single Bore"

SCREEN AND COMBINATION DOOR LOCK SET

NO. 1100 LOCK SET

Low in cost— installs easily!

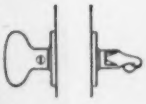
Installs in minutes!

You bore only one 1 5/16" hole to install the Dexter "Single Bore." This means hours saved in door installations.

Dexter's "Single Bore" screen and combination door lock set is famous Dexter quality through and through . . . exterior parts solid brass . . . interior parts *steel*, no die castings . . . locks safely, securely from inside at the touch of a fingertip . . . lock fits doors from 5/8" to 1 3/8" thick . . . no adjustment necessary . . . ideal for use with door closer . . . costs less and is Dexter *Lifetime* Guaranteed.

Easy to plane door edge!

Because "Single Bore" does not have a protruding latch bolt, nothing interferes with planing edge of door after installation. Again, costly time is saved.



STRIKE FOR NO. 1100

"SOFT TOUCH" yielding strike!

The Dexter "Soft Touch" yielding strike of the "Single Bore" *requires no mortising*, mounts on surface of door jamb. Metal lever yields when door closes, locks securely.

DEXTER LOCK COMPANY

GRAND RAPIDS • MICHIGAN

A SUBSIDIARY OF NATIONAL BRASS COMPANY

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario
In Mexico: Dexter Locks, Plata Elegante, S. A. de C. V., Monterrey, Nuevo Leon

MANUFACTURERS OF AMERICA'S ORIGINAL TUBULAR LOCKS

Under $12,000

THESE four houses won top honors in four classes of a recent contest sponsored by the Home Builders Association of Stark County, (Canton) Ohio. Nineteen builders competed, with 26 houses. The judges included Harold J. Baker, president of the Akron Home Builders Association; Harry Chambers, senior appraiser for the Firestone Bank of Akron; and Harold Cassidy of the architectural firm of Firestone & Cassidy, also of Akron.

Under $12,000: This 2-bedroom house was built by the Lawrence Building Co. It has a combination kitchen-dinette with Youngstown all-steel cabinets and garbage disposal unit, ceramic tile

judged the best in four

AMERICAN BUILDER *Selected Homes* NORTH

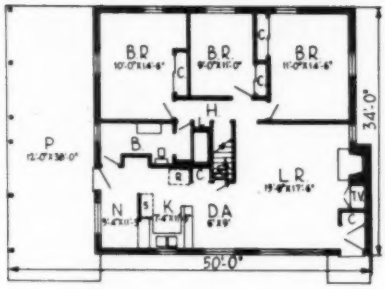
bathroom, and uses Andersen Flexivent windows throughout. The design provides for two additional bedrooms on the second floor.

$12,000 to $15,000: E. J. Plott designed and built this one, and sold it for $12,900 plus lot and landscaping to the third prospect who came along. The house has a full basement with finished recreation room. Windows throughout are Ludman Auto-lok. Siding is California redwood. Heating is by a gas-fired forced-air system using General Electric equipment and Minneapolis-Honeywell Moduflow thermostat. Many quality items were included: extra large closets, Briggs colored bathroom fixtures, twin lavatories in the clay tile bathroom, Lavador shower door, all-copper plumbing, mercury switches, magnetic catches on cupboard doors, Benjamin Moore paint, National garbage disposal unit.

$12,000 to $15,000

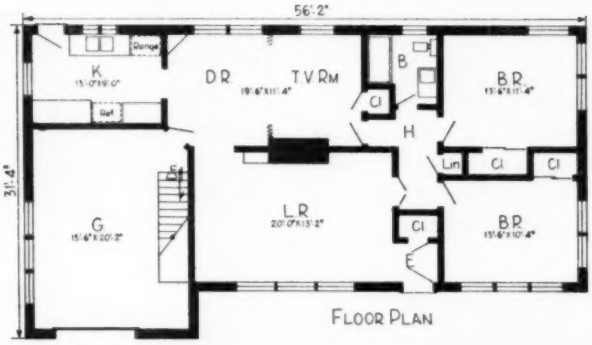
$15,000 to $20,000: William A. Riehl sold this one for $17,950 and in addition got two contracts to build larger houses adapted from this basic plan, which he calls a Step-Saver Ranchette. Two points in planning which make this house different: placement of dual compartment bathroom permits short-cut from kitchen to bedrooms; recreation room in basement can be reached by stairway opening directly from living-dining area.

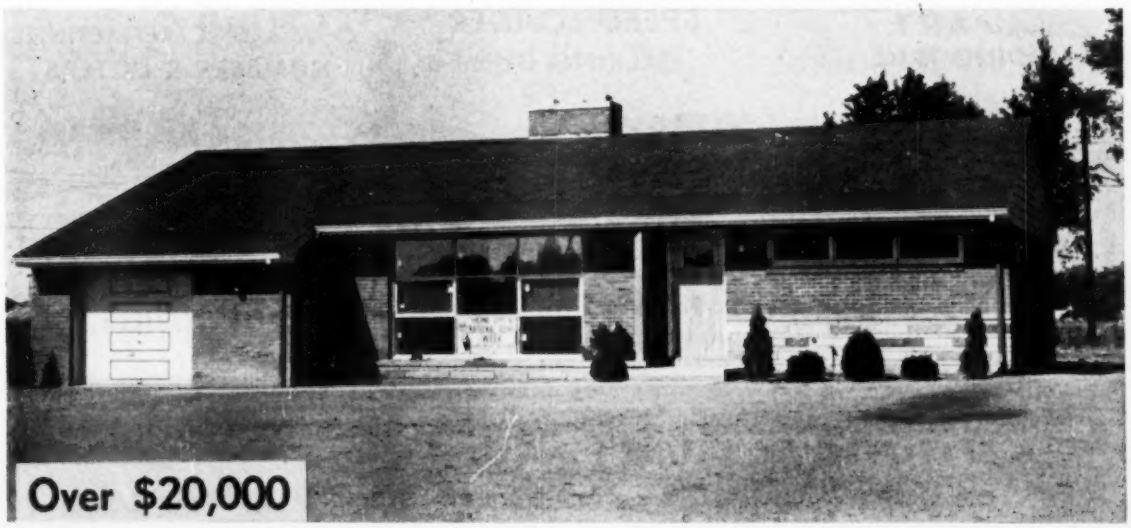
Over $20,000: Priced at $24,000, this house was designed and



price groups in Canton, Ohio

built by Arthur W. Hesselman for a lot 100 by 175. Brick veneer construction, with basement, specifications included: plastered walls; white pine trim; Andersen Flexivent windows; Fabro double-glazed window; oak flooring; double floors; Armstrong linoleum with cove base in kitchen and bathroom; American Standard Sunbeam forced-air furnace; 40-gallon Crane hot water tank; birch kitchen cabinets; ceramic tile bathroom; 250-pound asphalt Carey roofing; knotty pine paneling around stone fireplace, painted white; Modernfold door between dining room and den; pair of louvered doors between living room and bedroom hall.





MACKLANBURG DUNCAN CO. manufacturers of QUALITY BUILDING SPECIALTIES

America's No. 1 family of

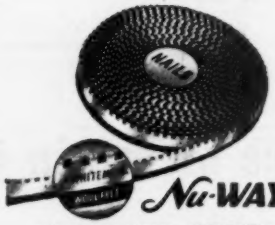
Numetal
WEATHER STRIP

FITS-ALL
NO. 1
SCREEN
DOOR
GRILLE

Nu-CALK
HAND SQUEEZE
TUBE

Nu-ART
LETTERS

Nu-CALK
SPEED
LOAD

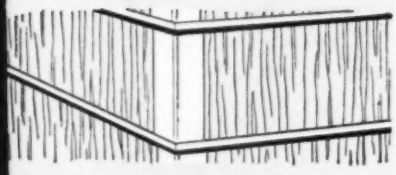


Nu-WAY
WEATHER STRIP

TWIN-CUSHION
WEATHER STRIP

FITS-ALL
S6
SCREEN
DOOR
GRILLE

Numetal
DOOR BOTTOM STRIP



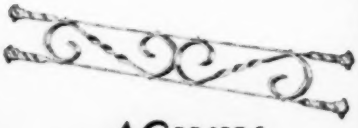
Nu-ART
SIDING TRIM

CG-4
SPEED LOADER
CALKING GUN

Nu-LUME REFLECTING
NUMBERS & LETTERS

Nu-WAY
SHELF BRACKET

Nu-ART
ORNAMENTAL ALUMINUM



Nu-WAY
PUSH GRILLE

MACKLANBURG DUNCAN CO. manufacturers of QUALITY BUILDING SPECIALTIES

ORDER NOW! Your order will be shipped same day received!

Quality Building Specialties!

Nu-Glaze
GLAZING COMPOUND

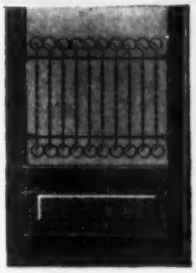
Nu GARD *Automatic*
DOOR BOTTOM

Nu-ART
THRESHOLDS

FITS-ALL
NO. 5
SCREEN
DOOR
GRILLE

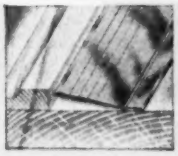
Nu-ART
NUMBERS

Nu-WAY
SCREEN
DOOR
GRILLE

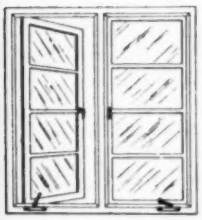


Nu-ART
MOULDING
AND TRIM

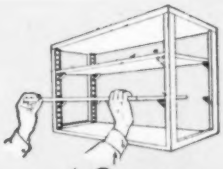
Nu-CALK
CALKING
COMPOUND



On-GARD
WEATHER STRIP



WEATHER
STRIP
FOR STEEL
OR
ALUMINUM
WINDOWS



Nu-WAY
SHELF SUPPORTS

Nu-LUME
ALL-PURPOSE SIGNS

Nu-ART
GRILLE ORNAMENTS

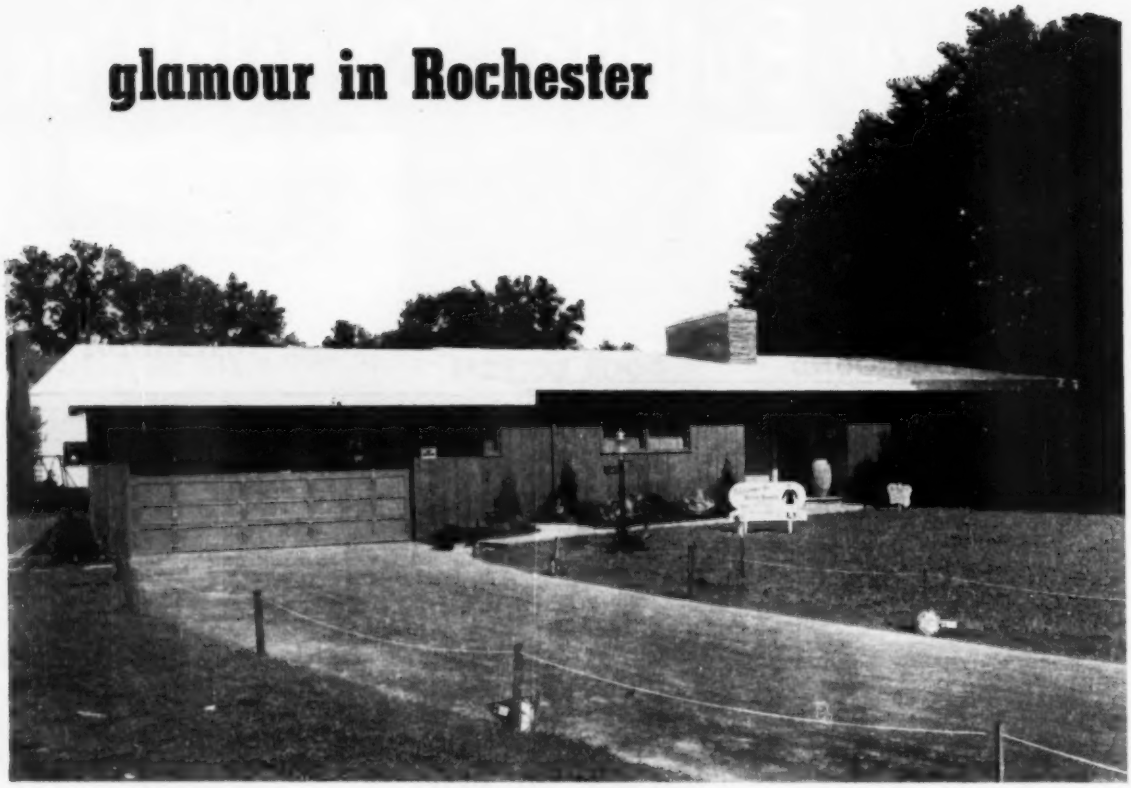
Nu-Phalt
PLASTIC
ASPHALT
CEMENT

Noiseless
SLIDING DOOR EQUIPMENT

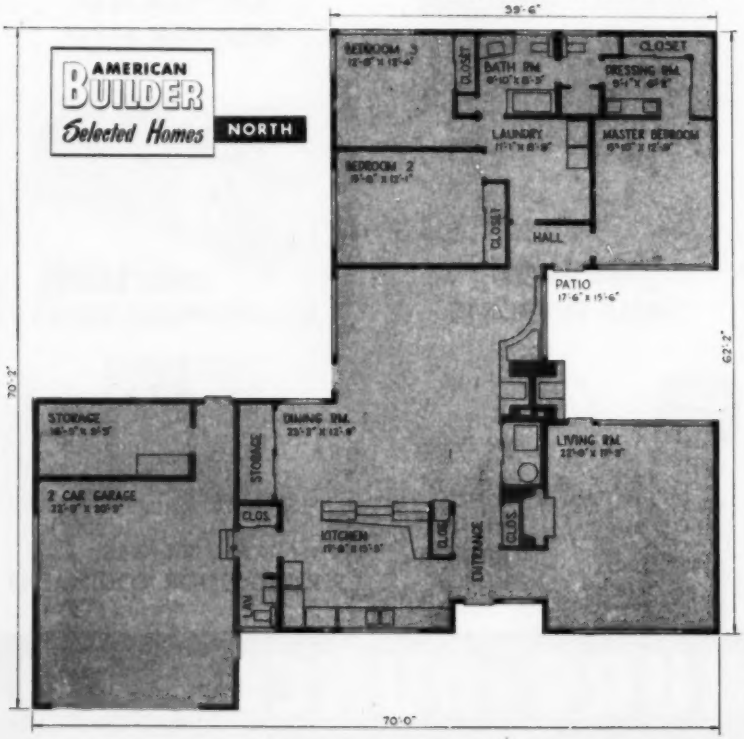
MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

glamour in Rochester



Builder DeBlase says: "People are more and more willing to accept more progressive thinking in contemporary design and livability."



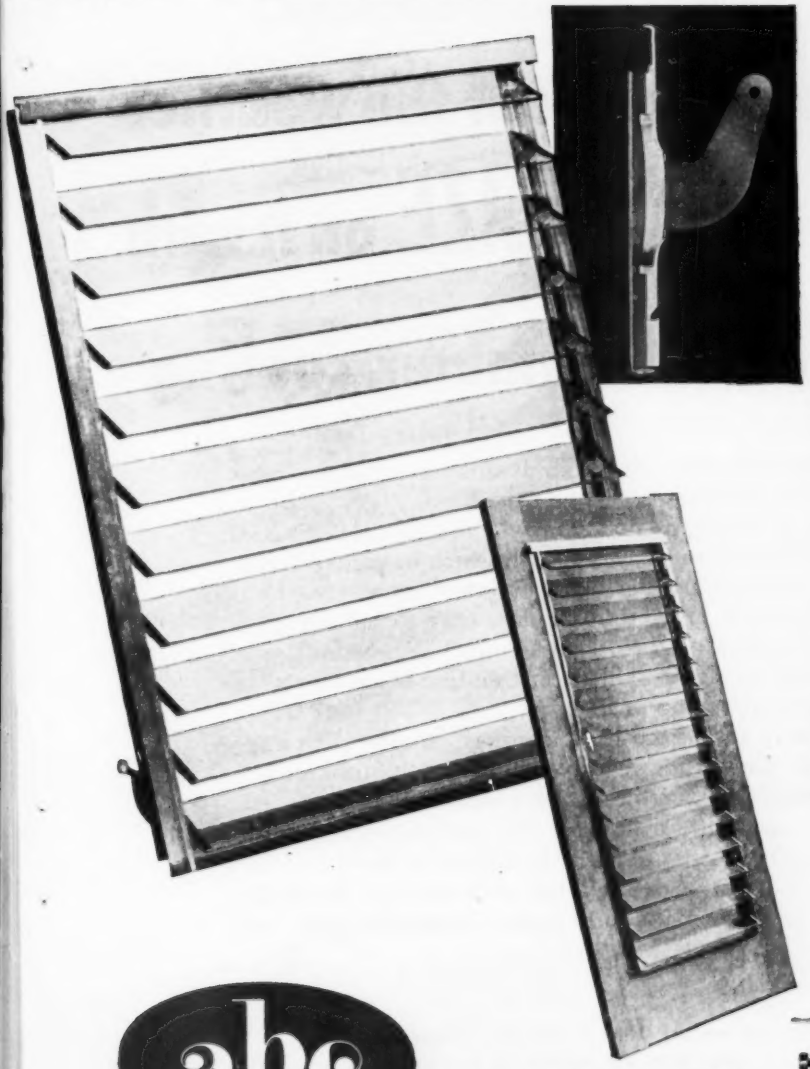
A LUXURY interpretation of the Reader's Choice house of Better Homes & Gardens was this model of 2,600 square feet offered by Fred P. DeBlase in Rochester, New York. He called it Carefree House and showed it completely furnished in an elegant blend of modern and traditional custom furniture. Features that stood out:

The "quiet garden," an open court set between living area and bedroom wing; laundry department in the bedroom wing, "since 80 per cent of the laundry in any home comes from the bedrooms," and daylighted by a Plexiglas dome; largest area in the house given over to a Family Room which is integrated with the open-plan kitchen and has fireplace of Pennsylvania blue ledge stone, slate floor and plank and beam ceiling; fireplace wall of Travertine marble in living room, other walls of oak paneling applied with adhesive. The home has a radiant panel heating system with Ruudicator boiler and Minneapolis-Honeywell controls.

The house sold for $53,000 including drapery, carpeting and a full complement of appliances.

Here's Why You Have

Exclusive FEATURES and REAL FACTS with ABC JALOUSIE WINDOWS!



EXCLUSIVE

PATENTED SPRING-CLIP

Makes installation easy, foolproof, chip-proof . . . glass is held firmly in "knee-action" assembly that cannot rattle!

ALL BALANCED CONTROL

Perfectly suspended jalousies are smooth-operating . . . never a strain on moving parts . . . you can eliminate unnecessary operators because there is no weight to lift!

ABC IS IDEAL

FOR ALL CLIMATES

Insert—overlap design of ABC screen makes easy, no-tool removal . . . ABC storm sash gives 100% protection against cold air.

FILL OUT AND MAIL TODAY

abc

Dealerships Available

Adams Engineering Co., Inc.

MIAMI, FLORIDA • HACKENSACK, N. J.

AB-1

ADAMS ENGINEERING CO., Inc.
P.O. Box 936, Little River Branch, Miami 38, Florida

Name_____

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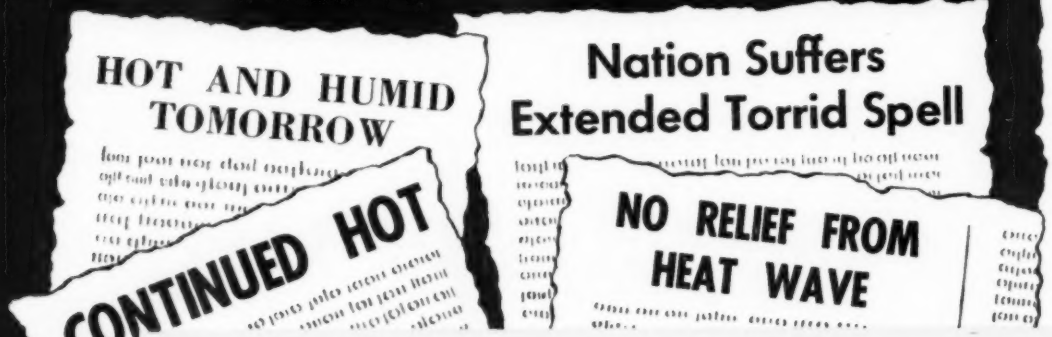
City_____ State_____



Let others talk about the weather

...YOU CAPITALIZE on it with

®Janitrol summer cooling

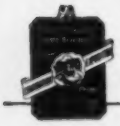
You can merchandise year 'round home comfort to meet whatever your prospect thinks he can afford.

If he has down-payment "trouble" you can sell Janitrol winter comfort now and the ease with which he can add summer cooling to the heating system at a later date.

If financing is no great problem, it's easy to sell complete year 'round conditioning . . . the Janitrol Win-Sum Twins. He can include the Janitrol Twin installation in his mortgage for only a few dollars a month extra.

The best way to feature these comfort options is to have the duct work laid out for year 'round operation, marking out the space where the summer cooling unit will be installed. Or, you can install the casing of the cooling unit and the refrigeration-blower chassis is easily slipped in later.

So, instead of talking about the weather, use Janitrol's optional features to make sure your "houses-for-sale" are more modern, more saleable.



SEE THE WIN-SUM TWINS AT THE NAHB CONVENTION, HOTEL SHERMAN, BOOTHS 323 AND 324

install the finest year 'round conditioning

...with confidence!

®Janitrol Win-Sum Twins

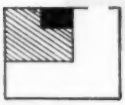
ALL SEASON COMFORT NOW PRACTICAL FOR AVERAGE HOME OWNERS

Year 'round conditioning, the Janitrol way, need not be confined to the so-called luxury custom-built home. This year, Janitrol twin installations will be the key sales feature for many alert builders.

The addition of summer cooling will increase your home's market values far more than the cost of the unit . . . this is important to you and your prospect. Janitrol cooling is a home improvement that is approved for FHA loans.

You can depend on well engineered installations of Janitrol year 'round conditioning ideally suited for your house plans.

Authorized Janitrol dealers are factory and field trained in the modern applications of home comfort. Use their experience to put more value and "sell" in your new homes.



SPACE SAVING

You need only a 27" square for a Janitrol conditioner. It's out of the way in the utility or recreation room.

5-YEAR WARRANTY

The Janitrol unit is factory sealed. No maintenance is required. This cooling system is fully covered by a 5-year warranty.

WHISPER QUIET

Janitrol is the quietest unit made. Rubber mountings and thick insulating blanket lining efficiently absorb operating sounds.

FILTERED COOLING

Over 5 square feet of filters removes the dust, dirt and pollen from Janitrol cooled air for a healthier, cleaner home.

WRITE TODAY FOR COMPLETE SPECIFICATIONS

®Janitrol

DIVISION • SURFACE COMBUSTION CORP.

400 DUBLIN AVE., COLUMBUS 16, OHIO

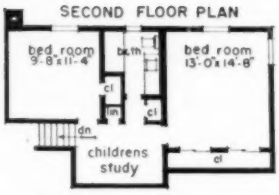
built for countryside living near Chicago

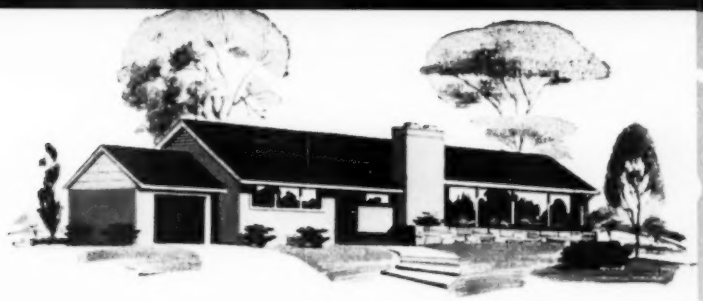
OFFERED at $55,000 on a one-acre plot at Northfield, Illinois (Chicago suburb), this house is the work of C. E. Blomgren, a semi-custom builder. Promoted as an all-gas house, it has a Servel year-round air conditioning plant and gas appliances. Electric and telephone services are underground. The house has a slab foundation, asphalt tile flooring, Thermopane in windows of all main living rooms. Roof is of heavy hand-split cedar shakes. Treatment at bedroom end of house is novel, featuring a small enclosed garden and a small room adjoining the master bedroom, which can be used as a sleeping "porch," nursery, or hobby room. There is a playroom over the garage.

AMERICAN BUILDER Selected Homes NORTH

a split-level for level ground

A GENEROUSLY SIZED split-level built by Nat Siegel and Irwin W. Chess at Massapequa Park, Long Island, New York. The second floor is given over to the children. The house sells for $22,590 with a quarter-acre of land. In spite of its split-level design (by Herman H. York) the house is right at home on level ground, because the garage is attached to it instead of being cut in under the living room.





5 IMPORTANT REASONS

for building with

Famous quality

ELJER

plumbing fixtures throughout!

1 Your choice of all 3 materials!

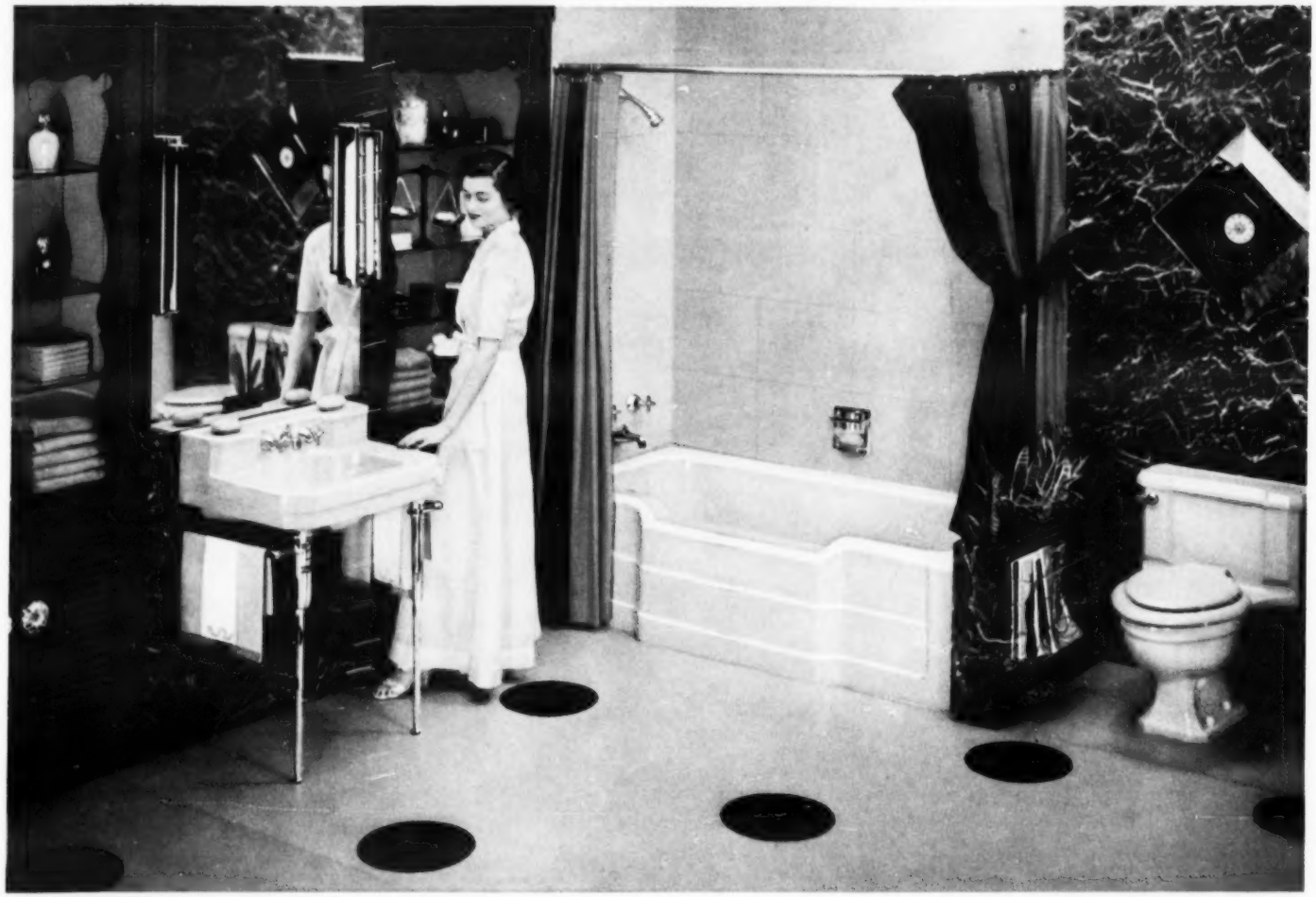
Now you can choose from a complete line of *cast-iron* bathtubs, lavatories, laundry trays, sink tops . . . *steel* baths, lavatories, laundry trays, cabinet sinks . . . *china* lavatories and toilets . . . in many styles, price ranges; plus brass fixtures of advanced design made by Eljer.

2 Matching of styles and colors!

Here's *real* flexibility for you! Now you can accurately match a *steel* bathtub, for example, with *cast-iron* lavatory and a *china* toilet . . . in any one of several attractive decorator shades or white . . . and be confident of complete blending in style and color! Meet all customer preferences and cost demands!

3 →

The Eljer Plumbing Guide— *add extra sales punch by saying, "Eljer quality plumbing fixtures throughout!"*



Eljer's Chateau Gray harmonizes with almost any color scheme—is ideal for remodeling.

How to build in bathroom sales appeal

Now, turn home plumbing fixtures into effective sales features. You can, if you can point to "Eljer quality plumbing fixtures throughout the house."

Here's why: Eljer fixtures are well known, nationally advertised. And now, Eljer alone offers *color-matched* fixtures in all three materials—enameled cast iron, porcelain-enameled formed steel and vitreous china. You can intermix a cast-iron lavatory, a formed steel bathtub, and a vitreous china toilet, for example—in any one of six Eljer colors or white—and the color match is commercially perfect.

All brass fittings—faucets, showerheads, flushing mechanisms, as examples—are made in Eljer's own plants to highest precision standards. Eljer design insures long life and smooth operation. *Every* Eljer fixture must pass a complete inspection for working efficiency and fine finish.

Talk over Eljer fixtures with your plumbing contractor. You'll both save planning time and delivery headaches by ordering from a *single source*. You'll welcome plumbing that clicks at once with prospective buyers. For more facts write Eljer Co., Box 192, Ford City, Pennsylvania.

Prospects *spot these marks of quality. Eljer vitreous china has the luster of fine table china, but is specially toughened for wear.*

Here's a bathtub *with loads of customer appeal. Note the wide end-seat and convenient, lowered side-seat of this Eljer Legation bath.*

Eljer faucets *bring lasting satisfaction . . . cut down repair calls. "Swivel-Disc" eliminates dripping. Working parts easily renewable.*

ELJER

A SUBSIDIARY OF THE [illegible] CORPORATION OF AMERICA

ELJER—the only name you need to know in plumbing fixtures

Cast iron, formed steel, vitreous china, brass . . . for home, commercial, industrial and institutional use.

3 Famous-name merchandising helps you!

A house is only as good as it *sells*. Eljer's national advertising and promotion stand behind you and help you sell. Why split your sales story and sales effectiveness between more than one name in plumbing . . . when Eljer can give you, in style, color, materials, and price range, *all* you need to meet every preference?

4 You deal with just one source!

You know the advantages of a single source of supply, in terms of *service* and *confidence*. The quality and variety of Eljer's line make Eljer the choice of plumbers everywhere. Eljer quality is assured. Every fixture, every fitting is subjected to exhaustive *working* tests before it is approved for shipment.

5

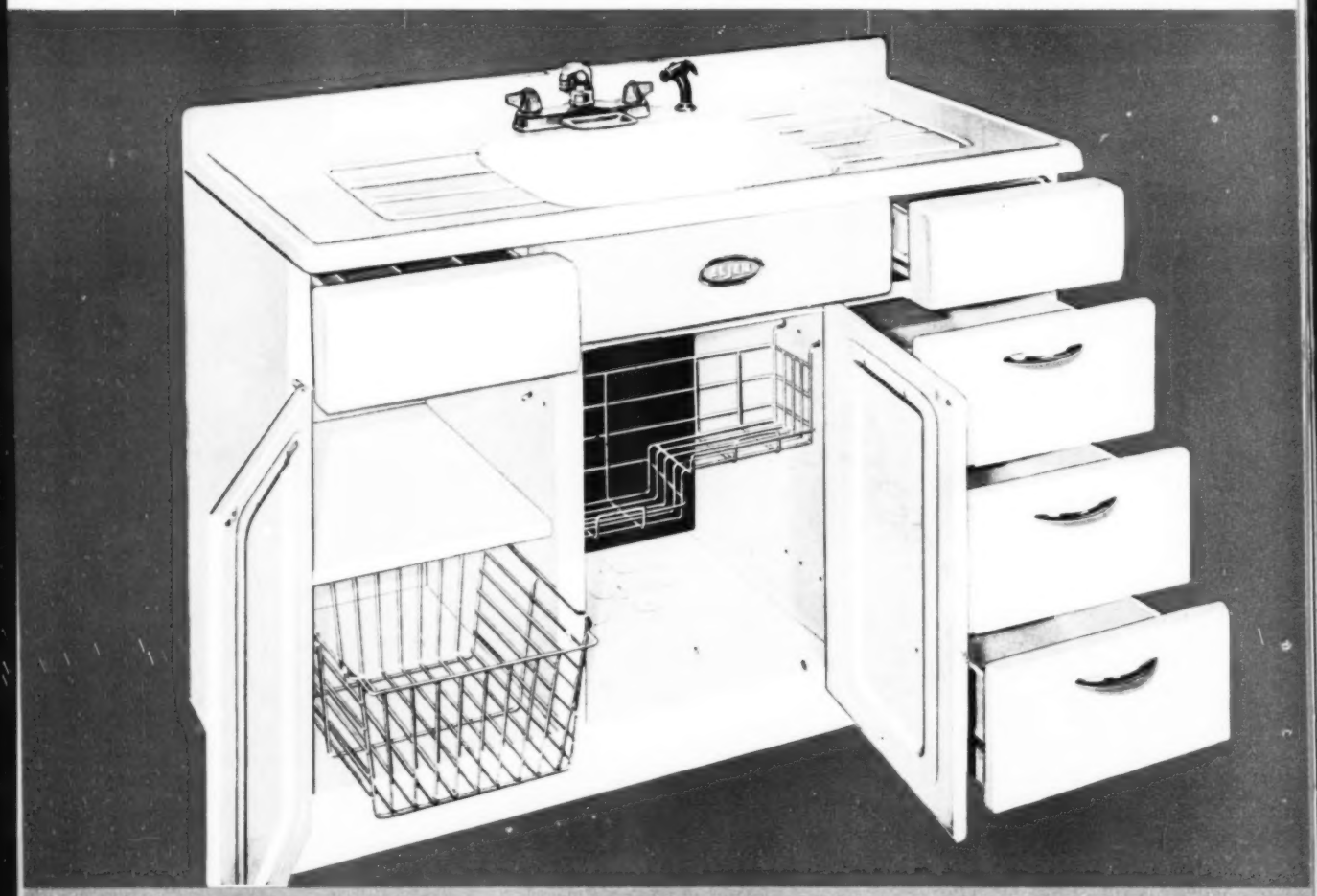
5 New! Complete line of Eljer steel cabinet sinks!

Finest quality *steel cabinet sinks* are now part of the famous Eljer line!

Here's one of the big pay-offs in "all-Eljer" flexibility and one-source advantages. Eljer cabinet sinks assure you of the same appeal in design and durability that builders have expected and received for years in Eljer cast-iron and china fixtures and brass fittings.

The new Eljer 54" De Luxe Cabinet Sink (illustrated below), for example, is of *heavier* die-formed and welded steel. It features stronger, more rigidly anchored hinges; *integral* base; genuine *brass* runners for the drawers. It offers more *usable* top surface; visibly *larger* drawers; no-snag, rounded edges and corners; soap and detergent rack; wire vegetable basket; rinse spray and many other features!

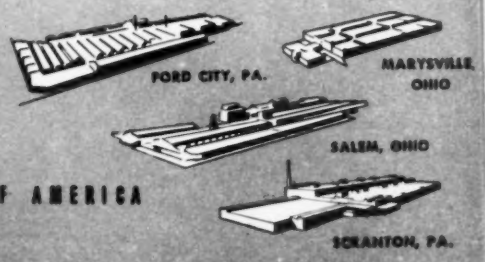
The faucets, too, are all Eljer produced.



The only name you need to know in plumbing fixtures

ELJER

A SUBSIDIARY OF THE MURRAY CORPORATION OF AMERICA



news ON THE NATIONAL FRONT

Forecasts Point to 1954 As Another Banner Year

Predictions from both government and industry are filled with good news for home builders: 1954 promises to be another big year in housing.

The Departments of Commerce and Labor have produced a joint estimate in which they say residential construction will decline only slightly in the coming year. An upsurge in rehabilitation work, in additions and alterations, will offset most of the drop in new housing units.

Outlays for new units may decline by around seven per cent. Whether or not this happens will depend on the kind of selling job that is done. Buyers will be searching for good solid values; but the market is there and it can be tapped by aggressive imaginative selling.

Walter Williams, Under Secretary of Commerce, told the National Association of Real Estate Boards in a recent speech that his department believes 1954 will be "another boom year for building." He said there should be no "major faltering" in any important segment of construction.

"Many observers find it hard to believe," Williams said, "that we can continue the pace during the next year and they believe that a fairly sharp decline must occur and soon. This is not necessarily the case."

The Commerce Department official cited population growth, the "booming enterprise" of marriage, the mobility of people and industry, the "replacement potential" for housing, and the wide distribution of purchasing power as supporting factors for building activity.

"I can see nothing except a steadily increasing market for new dwellings," Williams declared. He said there is no "mature economy" in construction or real estate, and added that there appears no reason to believe construction has been overdone."

With initiative and salesmanship, 1954 could be one of our best years, he added.

The basis for Williams' optimistic outlook was contained in the joint Labor-Commerce estimate on 1954 construction. This forecast revealed that government officials expect about 1,000,000 housing starts during the year. Public starts will contribute little to this total.

Expenditures for all types of construction are expected to be around $34 billion. Commercial construction, estimated to reach an all-time high, will make a substantial contribution to this figure.

In line with these estimates from the government, the United States Chamber of Commerce has issued its own prediction on 1954 housing starts. The chamber agrees that new starts will be in the neighborhood of 1,000,000.

Reports from mortgage and finance people indicate there will be adequate funds at no higher interest rates than now, and possibly slightly lower rates, the chamber said. It cited the "tremendous public response" to National Home Week as evidence of the high potential demand which still exists for new housing.

Lumber Manufacturers and Associations Display at 1954 NAHB Show

For the first time in the ten year history of the National Association of Home Builders, the annual exhibition will contain a large-scale display by stock woodwork manufacturers. At the same time, it will mark the initial showing of a large group of lumber manufacturers and associations. A total of 30 booths in the main exhibit hall of Chicago's Hotel Sherman will make up this unique joint exhibit, comprising the displays of five lumber associations and 20 lumber and millwork manufacturers.

The associations which have entered the NAHB show are the West Coast Lumbermen's Association, Western Pine Association, Ponderosa

(*Continued on page 44*)

Lenders Told They Must Help Keep Market Strong

The nation's lenders must help maintain the mass housing market by providing mortgage financing based on low down payments, long-term mortgages and a moderate interest rate, according to John M. Dickerman, executive director of the National Association of Home Builders.

In a speech at the annual convention of the Mortgage Bankers Association, Dickerman said some lenders apparently want to return to "horse and buggy" financing of the 1920's. He called upon the bankers to join home builders in repudiating this movement.

"Home building today is a mass market industry and home financing must be fitted to the needs and buying power of that market," Dickerman said. "There is no sounder risk in the world than the American home buyer," he added.

Dickerman scoffed at recent statements by some lenders who claim housing demand has been satisfied. He said it is "blind folly" to say the nation's housing needs have been met.

"We in the home building industry know there is a need for at least 1,000,000 new homes a year, and we are confident there will be a ready market for them if the proper financing is available," he said. He asserted it is to the mutual interest of builders and bankers to maintain this market.

"Those who insist there is no longer a mass market for housing and that home ownership should be restricted to the relatively few who can afford 30, 40 or 50 per cent down payments, would seem to have little faith in the future growth and prosperity of America.

"The home building industry does not share in their lack of faith. We believe the American people will demand a continually rising standard of housing and that the vast majority of forward-looking mortgage lenders will help them obtain it on terms they can afford," Dickerman said.

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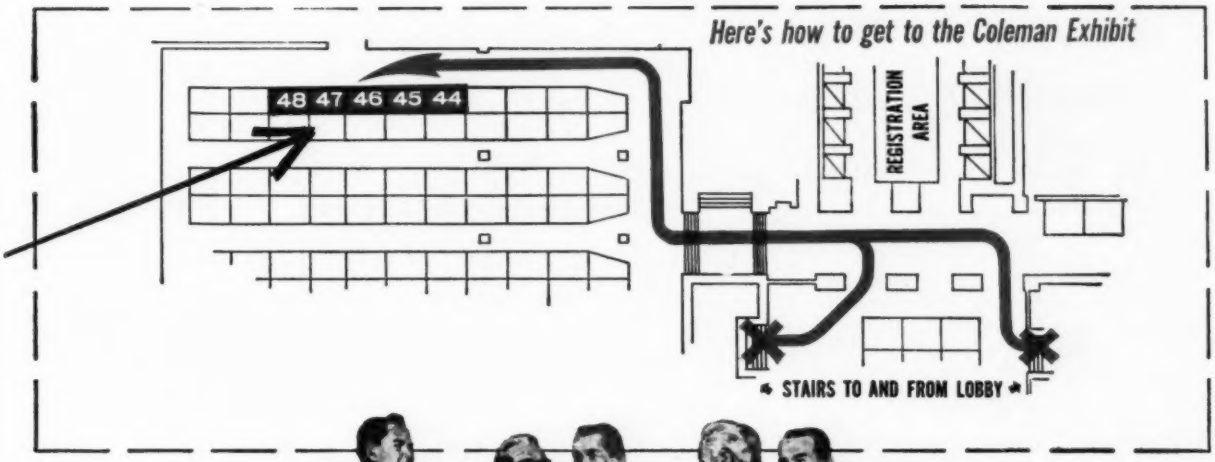
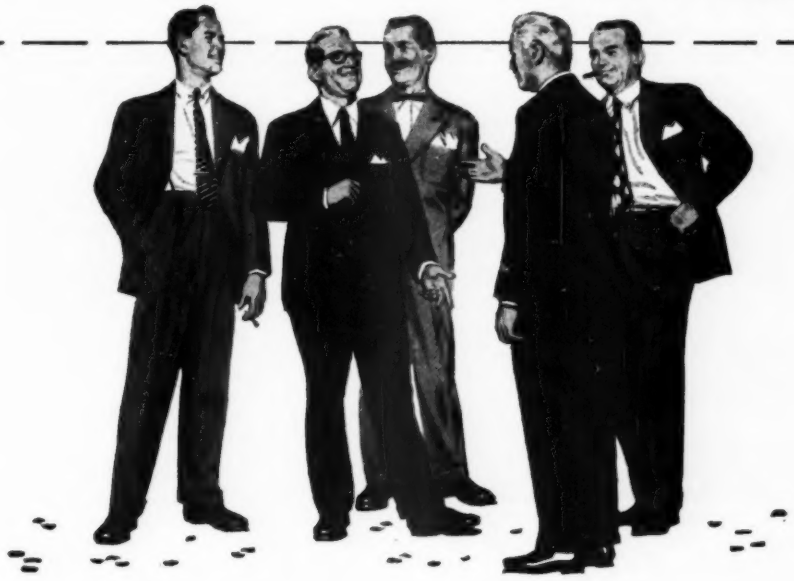
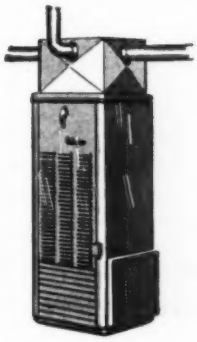
YOU'LL SEE BLEND-AIR DEMONSTRATED, TOO! A complete setup in booths 44-48, showing how this revolutionary system heats better in winter, cools better in summer . . . *proof*, for example, of how Blend-Air removes twice as much moisture from summer air as conventional systems . . . *proof* that Coleman conditions homes for health as well as comfort.

See you January 17-21 in booths 44-48, at the







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Hollyday Wants Faster FHA Approval of New Techniques

The Federal Housing Administration is "working hard" on a backlog of proposed technical advances, and Commissioner Guy T. O. Hollyday hopes there will be "marked improvement" in the near future.

The commissioner mentioned this speed-up in a recent speech which he called "A New Look at FHA." Hollyday said FHA must take a new look at architectural developments. He said families who want to live in 1953 model houses should not be penalized because they don't like "the Cape Cod architecture of 1934."

Hollyday revealed that he has been in contact with the National Bureau of Standards, seeking assistance in examining and passing on new building methods and techniques. He is doing this, he said, "so the FHA service can be speeded up."

Another area in which FHA is taking a "new look" at its operations is in connection with older houses.

"I believe the stability of the mortgage and real estate market would be definitely encouraged by treating mortgages on existing and new houses alike," Hollyday declared. He said there is a need for "a more adequate ratio" of loan-to-value in financing existing construction.

Hollyday went on to say that FHA operations are being studied in an effort to simplify the agency's work. He wants "unnecessary complexities" removed, with fewer "numbers" and "gadgets in the statutes." He thinks the insured mortgage plan should be brought back to the simple premises on which it was originally based—ratio of loan-to-value and analysis of borrower, property and transaction.

In taking his new look, Hollyday cited some areas in which he believes operations can be expanded. He said FHA must be provided with "more realistic mortgage ceilings" for elevator-type structures.

"We must be realistic about prefabricated houses, too," he added. He suggested that prefabricated housing "may well be of assistance in attacking the old problem of providing adequate housing for minority groups."

Still another area in which FHA can expand is in neighborhood conservation. Hollyday said his agency has recommended that it be given a "new tool" based on economic soundness that will provide a means for helping cities conserve their housing.

Dealer's Viewpoint

H. R. NORTHUP, Executive Vice President, National Retail Lumber Dealers Association

Suggests Higher Interest Rates, Lower Down Payments on Loans

Beyond question, the housing programs conducted by the federal government in recent years have placed major emphasis on aid to home building in metropolitan areas. Yet at least 40 per cent of the new homes constructed are in non-metropolitan areas.

In addition, preferential credit terms on FHA-insured dwellings have been directed principally to low-income and multi-family units, to the disadvantage of that large segment of the public which needs and can afford homes in the $11,000 to $15,000 price range.

As a means of putting federal housing policies into better balance, the National Retail Lumber Dealers Association has proposed that the government take several important steps.

First, we have urged that FHA either permit higher interest rates on insured housing loans in outlying areas where shortages of mortgage funds so often are felt or else authorize lenders to collect increased charges for originating and servicing loans in those areas. We made this suggestion because when mortgage money becomes tight, as was the case during much of 1953, it is the prospective home owners in non-metropolitan areas who have the greatest difficulty in obtaining loans.

Second, we recommended that the maximum amount of an FHA insured loan on single family homes be increased from $16,000 to $20,000 and that the maximum amounts on two, three, and four family units be increased to $24,000, $27,000, and $30,000 respectively. Acceptance of this proposal would mean that a good many more middle-income families would be able to enjoy the advantages of FHA-insured loans.

NRLDA also has proposed that down payment requirements be reduced in the $11,000-$15,000 range.

In conveying our recommendations to the government, we explained the lumber dealer's interest in housing credit policies as follows:

"The economic welfare of the 26,000 retail lumber and building materials distributors in the 48 states of America depends completely upon their ability to serve the new construction and the alteration, maintenance, and repair needs of the home buying public, the farmer, and the commercial and industrial establishments of America.

"The retail lumber and building materials distributor, in addition to being the final link in the chain of distribution of building materials between the manufacturer and the consumer, is at the same time, either in his own right or in cooperation with his contractors, the builder of a very substantial proportion of the residential and commercial structures built outside the metropolitan areas of America. He also is the one principal source of supply and information with respect to the utilization of lumber and building materials for the great volume of maintenance and repair activities that are required to keep the nation's homes, farms, and commercial structures in good condition.

"He serves the consumer not only as a supplier and a builder, but also as an architectural adviser and as an adviser on sources of credit required to finance the many new construction and maintenance and repair activities which originate with him."

Easier Mortgage Money Helps Keep Starts High

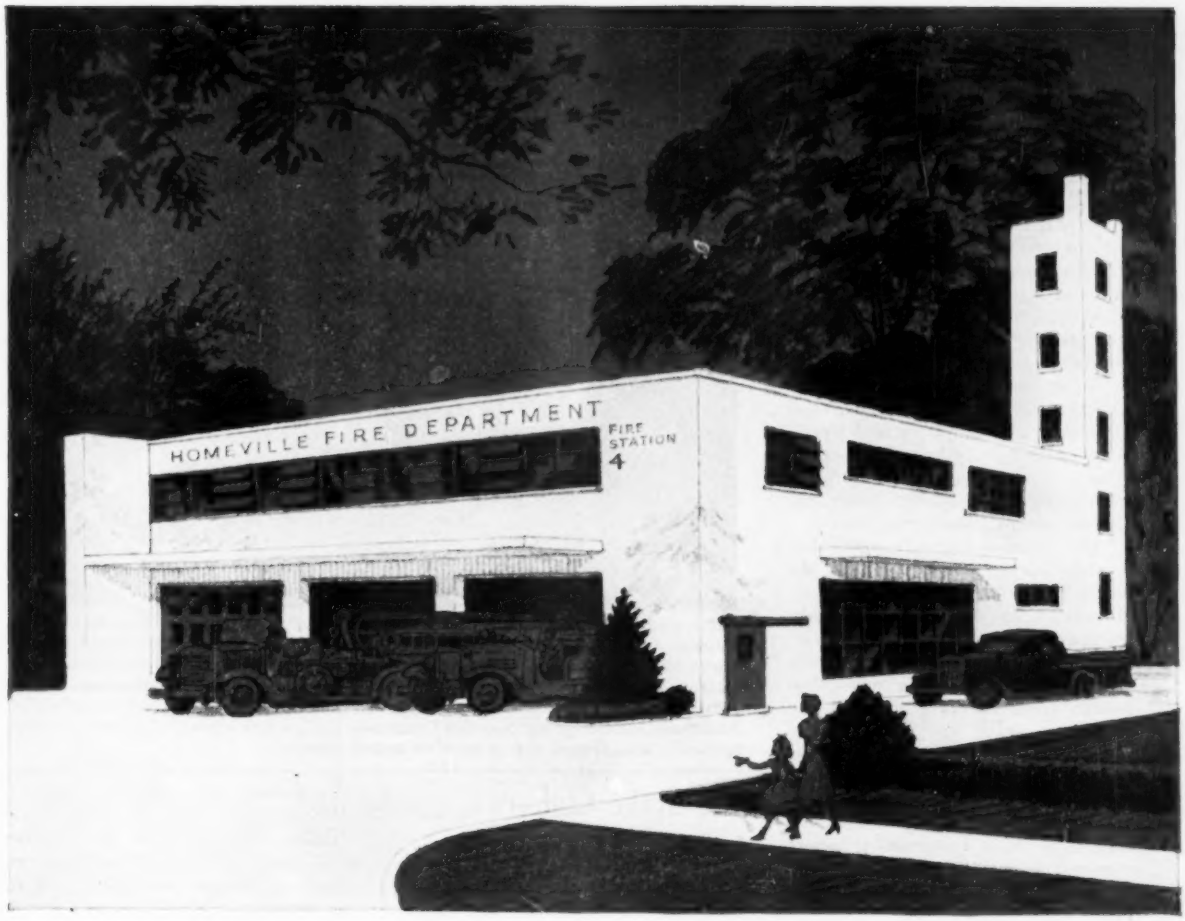
A steadily-improving mortgage money situation in the closing weeks of 1953 was holding housing starts above the seasonal level. As a result, there was little doubt total starts this year would again pass the 1,000,000 mark.

Latest figures from the Bureau of Labor Statistics showed total starts of 952,100 for the first ten months. The bureau said public housing starts dwindled to less than 50 in October, while private starts were holding up.

An over-all decline of 4 per cent in all starts from September to October reflected the "virtual absence" of new public starts, BLS reported.

Good weather, settlement of scattered strikes and less uncertainty over mortgage money have contributed to the less-than-seasonal decline in private housing this fall. Private starts totaled 88,000 in October. Adjusted on a seasonal basis this added up to an annual rate of 1,006,000 units. This was the best showing since last July.

Unless there is a rash of bad weather early this winter, 1953 housing starts should come close to 1,100,000.



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Munnerlyn Would Assist Buyers in Outlying Areas

The FHA should take steps to assure prospective home buyers in outlying sections of the country that insured mortgage loans will be available, according to Henry J. Munnerlyn, president of the National Retail Lumber Dealers Association.

"Either there should be a differential in interest rates or additional origination and servicing fees should be permitted in order to attract investors to those areas where funds often are not available under the present system," Munnerlyn said.

"This problem has been particularly acute during recent months in the South, Southwest and Western states," Munnerlyn continued. "At times when mortgage money is relatively scarce, difficulty in financing insured loans has been experienced in non-metropolitan areas in other parts of the country as well."

The NRLDA president said benefits of FHA insurance should be made equally available to home buyers everywhere. This can happen, he added, only when geographical factors affecting the local supply of mortgage funds are recognized and provided for in FHA's regulations.

"When mortgage money becomes scarce, lenders tend to confine their loans to communities where the cost of arranging and servicing loans is the lowest, because that is the most convenient and profitable way for them to operate. However, allowance for geographical factors will help to make funds available everywhere on an equal basis.

"The areas in question account for at least one-third of all new homes built annually and thus represent a large segment of the total housing market."

Educational Department Begun by NAHB

NAHB has opened an educational department to meet increasing demands from schools and colleges for factual home building information. Director is Elizabeth Robinson, who resigned as editor of the Grade Teacher, a trade magazine with wide circulation among grammar school teachers. She will be a member of the public relations staff headed by Conrad P. "Pat" Harness.

Chief Spiegel Dons Albuquerque Regalia

In the course of his recent Western speaking tour, E. M. Spiegel, president of the National Association of Home Builders, took time out to be inducted into the Albuquerque Indian tribe which is composed of a small group prominent in the home building industry and its allied activities. Shown above are Mr. and Mrs. Spiegel being congratulated after induction ceremonies by Dale J. Bellamah, regional vice president of NAHB and member of the Executive Committee. Spiegel was named "Chief of all Hogan Builders"; Mrs. Spiegel was named an Indian princess

The Spike Club—Latest NAHB Venture

The National Association of Home Builders has announced the formation of the Spike Club, an organization which will be dedicated to the home building industry, while under the auspices of NAHB. Its aim is to create interest in the association at both the local and national levels.

Its objective is to encourage members to participate in their local activities and bring new members into the association. A public relations program along charitable lines is planned for the future.

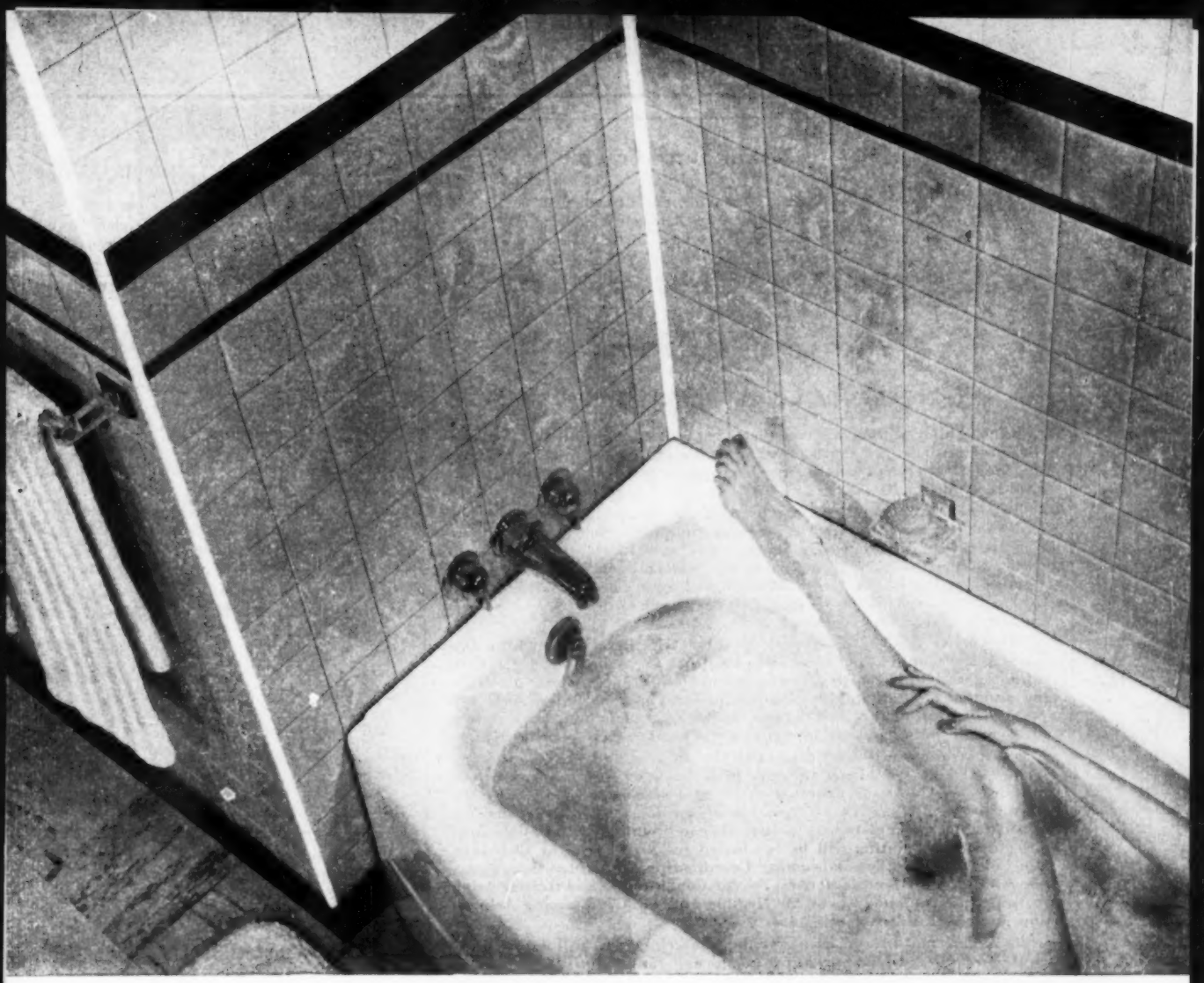
The Club is divided into four types of membership: Six-, ten-, twelve- and sixteen-penny. Six penny members must qualify by bringing in six new members to the association during any one calendar year; ten or twelve penny members simply have to add four or six new members to their original six. These can be accumulated over more than one calendar year; all members up to this rank must maintain membership by bringing in at least one new member each year. Sixteen penny members must bring in a total of 16 new members to their association over a period of years. When a member of The Spike Club reaches this status, he automatically becomes a life member of the club.

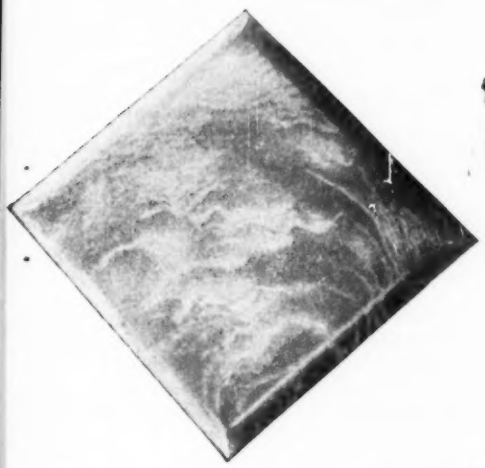
A special organizational ceremony and initiation of certified Spike Club members will take place during the 1954 Annual NAHB Convention at a private banquet on January 18 at the Sherman Hotel, Chicago.

Canadian Government Acts to Step Up Home Building Volume

The Canadian government is considering the passage of important housing legislation designed to make 1954 the Dominion's biggest home building year. The Ottawa parliament is attempting to avoid a situation wherein home building might fall behind the nation's increasing population. In 1953, nearly 100,000 new houses were built, more than in any previous year. The population, however, grew by approximately 400,000, or less than one new house for each four new citizens.

One important law being contemplated will permit banks to make real estate investments. At present, banks are legally barred from engaging in mortgage lending. The projected banking law would place limits on the proportion of bank assets which could be issued in mortgages. It would restrict loans to new residential property insured under a mortgage scheme, also under development.





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Yes, MATICO plastic wall tile sets a *new* standard for the industry in design, in beauty, in economy. Send for details and installation data today!

Most colors also available in the MATICO De Luxe line—the economical standard gauge plastic wall tile.

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Dickerman's Column

John M. Dickerman, Executive Director, National Association of Home Builders of the United States

Plans Complete Research Texas Air Conditioning Project

Home builders who are concerned with the possibilities of air conditioning in their own construction planning can expect to reap practical dividends from an unusual research project scheduled to get under way shortly in Austin, Texas.

Responsible builders in many parts of the country outside the warm and mild climate regions have for some time been giving serious attention to air conditioning as a feature that may in the not too distant future become as essential a part of the modern home as kitchen facilities and heating systems are today. Judging by the broad public interest in this relatively new development, it may well emerge as one of our industry's major merchandising tools.

Cooperative studies undertaken by the NAHB Research Institute and leading air conditioning manufacturers, and particularly the Air Conditioning and Refrigerating Institute and the National Warm Air Heating and Air Conditioning Association, already have produced some important data on design, installation, operating and maintenance factors of air conditioning systems in medium and small house construction.

But more facts are needed in order to make central air conditioning readily available for homes in lower price brackets, and this gap in our technical knowledge is expected to be at least partially filled by the Austin project. A total of 14 typical detached houses will be constructed in Austin, each complete with central air conditioning, and detailed field observation and testing will be conducted for a full year by Chairman Ned Cole's NAHB Air Conditioning Coordinating Committee in cooperation with industry representatives, the Air Conditioning and Refrigerating Institute, the National Warm Air Heating and Air Conditioning Association and the University of Texas.

Final plans and specifications for the research project will not be fixed until after the NAHB Convention in Chicago January 17-22, 1954, but it is considered probable that the initial cost and size of the air conditioning systems used will be less than presently recommended for particular house designs.

Specification questions to be investigated will include the effective use of various window areas, the cost of cooling per 1,000 square feet of floor area, reasonable minimum design standards, installation detail, and satisfactory means of protecting the home buyer against excessive cost of installation, maintenance and operation.

The 14 houses will be built by individual members of the Austin Home Builders Association and will be tested for the 12-month period under actual living conditions through agreements with the individual home owners.

In addition to the research problems previously listed, the project also will investigate the cooling requirements and effect of various types of construction; the most practicable and simple types of distribution systems; effective control methods, and the possible effect of air conditioning on various building materials and elements of the house, including exterior and interior finish, textures and furnishings.

All 14 homes will be in the $12,000 price range without land, and each will contain 1,100 square feet of floor area. The project will include both single-level and split-level homes, with both wood frame and masonry construction.

It is anticipated that a number of similar research projects will be developed in other parts of the country in order to provide as wide a range of data as possible for builders in various regions.

The results of these investigations should be of invaluable aid to the builder in his search for better ways to develop and sell his product, and should be of substantial benefit to the home buyer and his family in their quest for better living.

NAHB to Repeat Essay Contest for Students

Due to the unprecedented interest in housing among school students, the National Association of Home Builders has announced a second annual essay contest. Since the association's successful 1953 contest, over 200,000 copies of its 8-page school lesson on housing, "Better Homes for Family Living," have been requested by teachers in 48 states, and requests for a new film strip, "Your New Home—How to Take Care of It," are being received at NAHB headquarters at the rate of 100 per day.

The new contest calls for submission by students of a 600-word theme on the subject, "Why Home Ownership Builds Good Citizenship." School students aged 10-18 inclusive may enter. Deadline for submission of essays is April 1, 1954. Prizes ranging from $500 to $25 will be awarded the ten winners, with the grand prize winner and his teacher-sponsor also receiving an all-expense trip to Washington, D. C., next May, where they will be honored at the annual spring meeting of the NAHB Board of Directors.

In cities where the NAHB has an affiliated home building association, contest entries will be handled through the local group. All information is available from Essay Contest Director, NAHB, 1028 Connecticut Ave., N.W., Washington 6, D. C.

Lumber Manufacturers

(*Continued from page 37*)

Pine Woodwork, Fir Door Institute and the National Woodwork Manufacturers' Association, the latter to share Ponderosa's exhibit space at the entrance of the display.

Lumber manufacturers and millwork firms which have agreed to combine forces in this large joint enterprise, although competitors, include Weyerhaeuser Sales Co., Timber Engineering Co., Curtis Companies, Carr, Adams & Collier Co., Malta Manufacturing Co., Farley & Loetscher Manufacturing Co., Long Bell Lumber Co., Huttig Manufacturing Co., Andersen Corp., Wabash Screen Door Co., Ideal Co., Roach & Musser Co., Morgan Co., and one booth representing seven different Wisconsin lumber manufacturers: Anson & Gilkey Co., Great Lakes Millwork Corp., Rockwell Manufacturing Corp., Northern Sash & Door Co., Silcrest Co., Hurd Millwork Corp. and Semling-Menke Co.

A common decorating pattern will help to tie all of these various woodwork exhibits together, uniting them as a combined theme.

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Residence of Mr. and Mrs. Eugene Hubbard, Kalamazoo, Michigan. Builder, John Kaaisteker; Ludman supplier, Miller Sash and Door Company.

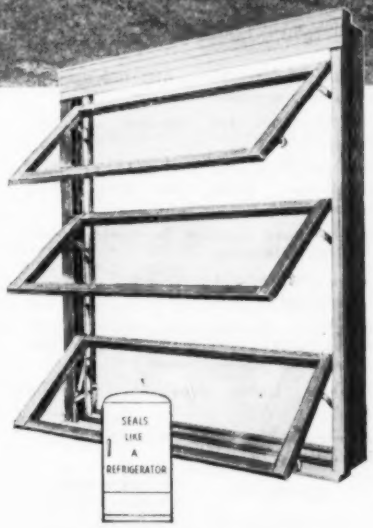
What a difference Ludman Auto-Lok windows make! Houses equipped with Ludman Auto-Lok windows actually bring a higher price and sell easier — yet cost you no more to build!

You save both time and money. No costly time consuming installation adjustments are necessary. And costly call-backs are eliminated because Ludman Auto-Lok windows never need adjustment after installation.

Your houses sell faster because Ludman Auto-Lok windows add extra value home-buyers want, and are willing to pay for. Ludman Auto-Lok windows feature automatic locking . . . Floating-Seal weatherstripping . . . a self-locking device that automatically seals the window like a refrigerator when it's closed . . . Never sticks, never rattles . . . finger-tip control that's so easy to operate, a child can open or close even the largest windows with ease.

Add your savings to the plus features of Ludman Auto-Lok windows and you'll find they are the most economical windows you can use.

Try Ludman Auto-Lok Windows in your next house. See for yourself what a big difference they really will make!



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Ludman Auto-Lok Windows close ten times tighter than generally accepted standards . . . have the lowest air infiltration of any window made! Many beautiful window arrangements are possible using standard Auto-Lok units.

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FIBERGLAS in Full extruded aluminum frames.

Five pastel colors of STAR-GLAS in vertical corrugations: White, Rose, Blue, Green, Yellow.

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ON and OFF the RECORD

ANDY PLACE is proudly displaying the recreation park complete with swimming pool and bathhouse which the owners in his 1953 development created with an assist from Andy.

THE OWNERS, feeling that they and their children needed a central recreation spot, began by forming a park corporation. Each owner is a stockholder to the extent of one share.

SALE OF the stock to the corporation members netted enough to purchase a prefabricated regulation size swimming pool, erect bathhouses, and landscape a generous surrounding area.

THAT'S WHERE ANDY came in. The owners asked him to donate the land, which he did. It is an irregular piece of ground conveniently located along one edge of the development. He did the rough grading. The owners did the rest.

FROM THIS POINT ON, says Andy, a park corporation can be set up for the owners that will include their holding stock in the purchase price. It's a great idea, and one which should commend itself to every development builder.

WE CONCUR, whether the community builds a concrete pool or purchases one of several prefabricated steel pools on the market. These can be purchased complete with erection service.

TENNIS AND badminton courts will be added to the community park in South Bend in the spring of 1954.

IF NOTHING ELSE, the idea is a great sales plus. Even in cities with adequate park and swimming facilities there is a real advantage in a private setup, located in the development. And the cost to the builder and the owners is very little.

ON THE SUBJECT of community development it would be interesting to see what would happen if some enterprising NAHB chapter found a way to organize one or more community councils in decaying neighborhoods. Purpose to be aid in generating pride among the inhabitants of the given community to the end that they would begin to clean up and fix up their houses, lawns, alleys.

THE AID should not be in the form of subsidies or grants—just direction in organizing. From that point on it is up to the neighborhood.

NOTHING NEW in the suggestion, except as it pertains to an NAHB chapter. Most dramatic example of what can be done is afforded by the Back of The Yards Neighborhood Council serving the area back of the stockyards in Chicago.

COUNCIL NEITHER asks nor accepts aid from outside—government or private. Finances its operations by conducting Back of the Yards Carnival every summer.

CARNIVAL NETS up to $70,000, enough to maintain headquarters' office and pay a full time executive officer and staff of four or five.

COUNCIL HAS THE blessing and cooperation (no money) of packing houses, department stores and churches. In a short time has added hundreds of thousands of dollars to property values, stopped the drift of home owners to suburban areas, cleaned up the alleys and streets, converted old and abandoned store buildings to apartments, sodded vacant lots, and sold many to owners of adjoining houses.

MAYBE BACK OF THE YARDS is phenomenal, but since the council has succeeded so well, the idea seems worthy of a try by builder organizations in other cities where blight is a problem.

HAROLD SARSHIK, currently president of the South Jersey Home Builders League, an NAHB affiliate, says that air conditioning is much more necessary in houses costing $12,000 to $15,000 than in houses costing $25,000 and up. So, his 1953 development, in the lower price bracket, is air conditioned.

(Continued on page 48)

Bamboo pattern (available in tile and roll form) — Leathergrain pattern (in roll form only)

Your 1954 building plans will not be complete without a careful study of the newest development in the wall-covering field . . .

PRESENTING

Bolta-Wall

A Vinyl Wall Covering Available in Roll and Tile Form

At last the wonderful, enduring qualities of vinyl are available in a wall covering for every room and wall area! Bolta — a pioneer and leader in plastics — has developed a superior laminated vinyl wall covering. *Bolta-Wall will not crack, resists fading, scuffing, scratching and is fire-retardant.* It's ideal for homes, restaurants, hotels, hospitals, schools . . . wherever permanence, beauty and easy maintenance are desired.

● **WASHABLE**—Mild soap and water keeps Bolta-Wall fresh and new-looking indefinitely.

● **DIMENSIONAL STABILITY** — Bolta-Wall is formulated to eliminate seam shrinkage under all normal temperature variations.

● **BEAUTY** — Rich, distinctive patterns include Leathergrain, Bamboo and the striking new Woodgrain pattern. All available in today's most wanted colors. Suggest handsome combinations to your customers! — a dado of Bolta-Wall Leathergrain with an upper wall of Bamboo tiles, for example.

● **HIDING POWER** — Surfaces need not be absolutely smooth. A "cushion-backing" helps absorb surface roughness. It can be applied to nearly all kinds of wall surfaces from plaster and plasterboard to plywood and steel.

● **EASY INSTALLATION** — Semi-flexible Bolta-Wall, in both roll and 8″ x 8″ tile form, tailors easily to fit the most difficult wall areas, holds fast with common adhesives. Folds sharply on inside and outside corners. Bolta-Wall flexible corner stripping facilitates installation.

● **NATIONAL ADVERTISING** — 4-color ads are reaching your customers through LADIES' HOME JOURNAL, BETTER HOMES & GARDENS, HOUSE BEAUTIFUL, HOUSE & GARDEN. Consumer interest and response from first ads have been tremendous!

Be sure to see the brand new Woodgrain pattern with the appearance of fine wood paneling. It's ready now. Ask for samples. Also see our insert in Sweet's Catalogue for 1954.

BOLTA, Box 501, Lawrence, Mass.

Tell me more about Bolta-Wall; include free swatches of Leathergrain, Bamboo, and new Woodgrain patterns, as well as installation specifications.

Name..... Title.....

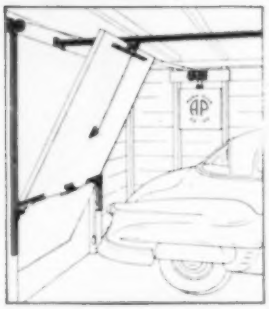
Address.....

City.....State.....

50-50 PUSHOVER

ALLITH

GARAGE DOOR HARDWARE



USE YOUR OWN OR ANY STANDARD DOOR

•

NO MAINTENANCE COSTS

•

SIMPLIFIED INSTALLATION

•

ADAPTABLE FOR ANY TYPE GARAGE

ALLITH hardware permits you to use standard stock, or special doors if desired, to harmonize with design of accompanying building. All working parts are simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete down to the last screw. Quickly and easily installed. Standard set fits any opening up to 9′ wide x 7′6″ high when doors do not exceed 275 lbs. Other sets available for openings up to 10′ wide x 10′ high. Complete details furnished on request.

ALLITH-PROUTY, INC. DANVILLE, ILLINOIS

• Clear
• Floor
• Space

• PRIMARY WORKING TOOL FOR EFFICIENT INDUSTRIAL PRODUCTION

Demand

STEEL ROOF TRUSSES

of the shape and design to suit your particular plant layout and steel columns, to support them—bracing and roof purlins, perhaps even crane runways, monorail and hoists supports.

If you have a project involving such heavy structural members, write or wire us for complete details. One of our sales engineers or agents will contact you promptly, if you desire. Or send us your plans and specifications for a detailed quotation.

GEO. L. MESKER STEEL CORP.

Fabricators — Evansville, Indiana — Engineers

On and Off the Record

(*Continued from page 46*)

REASON, HE SAYS, is twofold. In the first place, the lower price houses have less room, less total area and smaller rooms. More people in less space are always more uncomfortable in warm and hot weather.

SECOND, the people in the higher price houses usually have enough money to get away frequently or for a long period in the summer. They can reach nature's air conditioning in the north country or by the sea.

HE ADDS THAT this reasoning in no way depreciates the desirability of air conditioning in larger houses. It simply points up the real need for it in smaller units.

TAKING A CUE from several low price developments on Long Island. The Wall Street Journal recently headlined an article, "Within three years a new house NOT air conditioned WILL BE A DUD."

THE ARTICLE states the case for air conditioning in low price houses by reporting warm response to project houses priced as low as $11,900, and equipped with cooling systems.

THE FOREGOING are not isolated cases. There are dozens of similar examples in many parts of the country. Together they indicate an unlimited future for air conditioning, and if The Wall Street Journal is right, predict that air conditioning soon will be as established a "must" as central heat.

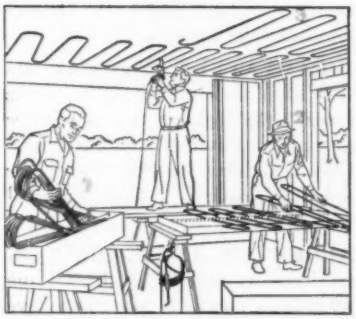
BIG NEWS at the recent convention of retail paint and wall paper distributors of America was the unveiling of new automatic machines for mixing endless varieties of paint colors. They are designed to take the place of tubes and hand-mixing.

USE OF THE MACHINE depends on paint colors stocked in codes (not in cans) which are dialed on the machine. Quantity wanted—pint, quart or gallon is also entered. A push-button starts the mixing cycle.

MACHINE IS SAID to be so accurate, and paint chemistry developed for it, that the customer can get the exact same color he chooses again the next day, or a week or a year later.

(*Continued on page 50*)

New Anaconda *pre-formed* panel grids cut costs



1. PG's weigh only 10 lb. each – are packed 4 to a carton, ready to install.

2. Center-to-center spacing is readily adjusted to design requirements.

3. PG's are straight and true—no sags or dips – make plastering easier.

These men are putting in PG's (Panel Grids)—developed by The American Brass Company to make radiant panel heating systems more practical than ever . . . in rust-free copper.

These men will complete this job and be on the next one in much less time than it would have taken with coiled or straight length tubing. To the builder and heating contractor this means more jobs at lower costs.

They are installing a new Anaconda product–PG's**. These are *pre-formed* radiant panel heating grids, ready for installation. They do away with tiresome on-the-job bending and awkward "stringing up." For ceiling work, PG's contain 50 linear feet of ⅜" Type L ANACONDA Copper Tube. PG's are *pre-formed* to common 6" c-c spacing. They are contracted or extended easily *by hand* to meet all desired spacing requirements within a range of 4½" to 12" c-c.

Publication C-6 gives all the facts about this revolutionary new development in panel piping. Write for your copy to *The American Brass Company, Waterbury 20, Conn.*

*Patent Applied For

5407

ANACONDA®

Copper Tube *PRE-FORMED* Panel Grids for Radiant Panel Heating

Visit The American Brass Company exhibit (spaces 145-146) at the NAHB Exposition—Conrad Hilton Hotel, Chicago, Illinois. See for yourself how PG's cut radiant heating installation costs.

After 45 years in the Building Field

THIS IS OUR CONSIDERED OPINION

The BTU Rating tells only one-fourth of the story—we propose a new Thermal Factor

It has long been common practice to rate the insulating value of a material on the basis of its BTU value—as determined by the hot-plate, or hot-box, guarded method in a laboratory where temperature conditions are controlled and the air is virtually still.

However, these ideal laboratory conditions do not exist on a structure subject to weather from without—and to human beings, humidity and other conditions from within.

Assume a building constructed with a wood fibre insulating board on the outside and any form of dry or wet wall on the inside. If the exterior material, after aging, absorbs 55% of moisture, its insulating efficiency is impaired. If water can penetrate the material in less than four hours—or if as much as 600 cubic centimeters of air per square meter per hour can pass through the material — its insulating efficiency is still further impaired.

Considering only the rate of air flow through the material, it is not difficult to realize that—given a twenty-mile per hour wind and an outside temperature of zero—the structure is soon filled with air at zero temperature. The average heating system would not be capable of offsetting this cold for any great length of time. And it is hardly practical to install heating equipment with a margin of safety sufficient to offset all heat loss from air infiltration, under all possible adverse weather conditions.

If we now take into consideration . . . moisture absorption, water penetration, air infiltration and BTU rating . . . it seems obvious that the BTU value tells only one-quarter of the story. On this basis, we say that a new Thermal Factor is needed.

We have developed a method of establishing this Thermal Factor and will be happy to make it available to you—without obligation.

By this method, the lower the Thermal Factor Rating, the higher the overall insulating efficiency...For Homasote Insulating-Building Board, the rating is .047.

SEE OUR CATALOG IN SWEET'S

HOMASOTE COMPANY

Trenton 3, New Jersey

On and Off the Record

(Continued from page 43)

TWELVE FONTS of formulated liquid colors are tapped by precision valves to mix countless shades. A variety of bases are used to produce any type of finish. Color pigments are measured accurately to one one-thousandth gram.

DENDINGER INCORPORATED, operators for 82 years of the Madison Lumber Company (retail), Livingston Sawmill Company, and Dendinger Mercantile Company, are liquidating stocks and holdings, and closing their doors.

THE LOUISIANA CORPORATION published an announcement in the New Orleans Times-Picayune which said in part, " . . . other factors beyond our individual control which are being slowly, but surely, ground into the formula of sound business, dictating our policies, increasing our costs, taking the incentive and pleasure out of operating our businesses, and what remains becoming the prey of excessive taxation. It is not necessary that we bear the burden of these factors and because of these factors, have elected. . . . We may be wrong in our decision, but we are sincere. We may be the last to take this road, and yet, we may be the first."

FROM MOROCCO to Walton Onslow came a letter from a Moroccan importer which said, "I read in *American Builder* that a Housing Center will be opened next year." The importer was inquiring about space. Lends another bit of evidence to our claim as "The World's Greatest Building Paper."

BRICKLAYERS. More than 30,000 have been added to the ranks since 1946 through an apprentice program sponsored by Structural Clay Products Institute and the unions. Another 13,000 are still training.

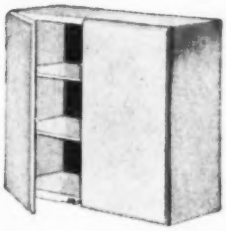
ALBERT M. COLE, HHFA administrator, recently said, "Of the 40 million non-farm homes we have today, a little over 100,000 are owned by the federal government, and a possible 400,000 units by local governments, a little over one per cent over-all. And the federal government is steadily disposing of its holdings as rapidly as is consistent with public interest."

On display for the first time . . .

N A H B Exposition

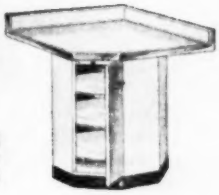
A NEW KITCHEN LINE by Universal★Rundle

NEW STEEL WALL CABINETS!



Quality features galore! Heavy gauge furniture steel . . . easily removable, completely adjustable shelves . . . sizes for every kitchen!

NEW STEEL BASE CABINETS!

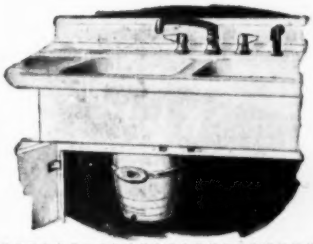


Choice of cabinet tops . . . U/R quality features . . . cabinets match Easy Living cabinet sinks . . . full range of sizes . . . easy operating doors and drawers . . . smart styling!

NEW CABINET SINKS!

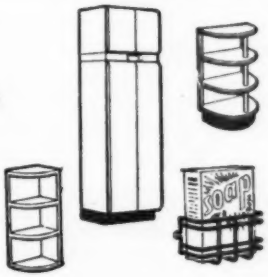
Choice of vitreous enameled cast iron or steel! Famous U/R sink quality, with top quality cabinets that match new Universal-Rundle Easy Living base and wall cabinets. There is a broad choice of models for every budget and kitchen.

NEW DISPOSER!



Revolutionary "Undercut" action reduces noise, gives speedy grinding action. Disposes of a pound of ordinary food waste in just 30 seconds! The Universal-Rundle is the most quiet disposer ever made—and it s by far the easiest to install!

NEW ACCESSORIES!



Utility cabinets . . . fillers . . . base and wall what-not shelves . . . custom counter tops . . . towel bars and soap racks . . . linoleum lined cutlery drawers . . . everything a woman wants in her modern kitchen!

You are invited to see America's new "Easy Living" Kitchens and the World's Finest Bathroom Fixtures.

NAHB Exposition

CONRAD HILTON HOTEL
BOOTHS 8 and 9

Universal-Rundle Corporation, New Castle, Pennsylvania

"CABINETS OF STEEL FOR LASTING APPEAL"

U/R "Easy Living" KITCHENS

by UNIVERSAL - RUNDLE

Maker of the World's Finest Bathroom Fixtures and Kitchen Equipment

OPEN FLOOR PLANNING

The trend is to open floor planning and Bianco Kitchen Hostess Nooks spark the trend with style, comfort, utility, economy and "buy" appeal. Many of America's foremost architects and builders now incorporate Bianco Ready Built Nooks into the Nation's most popular homes. Adaptable to interesting architectural details. Investigate.

Many styles and sizes to meet all floor plans. Hardwood frames. No-sag springs. Custom upholstered in heavy vinyl plastic (your choice of colors and designs) over rubberized hair. Free kitchen-planning drafting service.

Write for catalog and send kitchen floor plans for suggestions.

Representatives in principal cities.

Bianco MANUFACTURING CO.

2734 VICTOR STREET • ST. LOUIS 4, MO.

OTHER FACTORIES IN FORT WORTH AND BALTIMORE

LETTERS

housing for the over 65

Sir: Congratulations on your article about retirement housing appearing in your November, 1953, issue of the *American Builder*.

I have already had reason to call attention to the article in several communities where housing for older people is under study and I expect to continue to make a great deal of use of it. Does the magazine supply reprints? A good many people would be interested in acquiring copies.

Wilma Donahue,
Division of Gerontology,
University of Michigan

Sir: I have read with great interest the article which you prepared on the housing needs of elderly people. You are to be congratulated upon having prepared this material in such readable fashion. You have written a very provocative article which certainly should stimulate thinking and action with respect to the problem of housing persons over sixty-five.

Ralph W. Martin,
Executive Secretary,
The Chicago Real Estate Board

expert advises AB experts!

Sir: In your *Ask the Experts* department for October, 1953, there is a question and a comment concerning installing sheathing and subflooring diagonally.

First, as regards sheathing, the principal advantage of diagonal sheathing is, in my opinion, not to provide bracing for the building wall, but to tie the wall together between floors.

With platform frame construction, which is now standard, and with horizontal sheathing, the wall frame is held to the sill or joists, as the case may be, with nails in tension whereas with diagonal sheathing the nails are in shear.

Second, as to diagonal subflooring, a finished floor is much more solid if laid at right angles to the joists. This cannot be done satisfactorily if the sheathing is also laid at right angles to the joists because the variations in widths would make it certain that some joints in finished and subfloors would coincide and give no worthwhile nailing.

C. H. Conroy, Chief Engineer,
Department of Public Works,
St. John's, Newfoundland

trade-ins work for Alabama realtor-builder

Sir: We have just completed and sold a house for $8,750. The house is financed with FHA to the amount of $7,000. In this deal, we are taking a house valued at $2,300. We have done this once before and it has proved satisfactory.

The purchaser has no available cash so we had to increase the price

on the house to cover the loan cost which increased the price to $9,050. FHA was very cooperative.

Trading is one way builders can dispose of the new homes they build. This not only helps the builder, but it helps the people raise their standard of living.

Roy E. Smith, Jr.,
R. E. Smith, Sr.,
1644 Bessemer Rd.,
Birmingham, Alabama

mortgage situation—and the small builder

Sir: As a builder and as a member of the Board of Directors of the Queens Builder's Association of New York, I think that you should know that the mortgage situation, especially for the builder of 50 small homes or less, has become impossible.

Mortgages for veterans for 30 years and 5 per cent down are impossible to get. Loopholes are used by banks to break commitments. Even 5 and 5½ per cent mortgages for 25 years, and less than a third down are almost impossible to get. Banks that do not have a long-time

(*Continued on page* 54)

LOOK JOE!...in SECONDS

A... Clipper MASONRY SAW ... WILL CUT THE HARDEST **BRICK–STONE–TILE!***

*and at the lowest cost per cut

AND A... Clipper "SAILS RIGHT THRU" MASONRY SAW

LOOK FOR THE BRIGHT ORANGE COLOR AND THE TRADE-MARK CLIPPER!

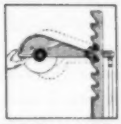
MR. CLIPPER

... will PAY FOR ITSELF from the SAVINGS in TIME and MATERIAL

HERE'S WHY!...The DUSTLESS Clipper operates right beside your bricklayers because the Clipper is PORTABLE . . . easily moved from basement to roof. One Clipper Model HD with a Clipper Diamond Blade will do the cutting of 3 ordinary abrasive saws! This is possible ONLY with such Patented Clipper features as...the Pressure Equalizer Spring, the Famous Select-A-Notch, Water Application System, and Adjust-A-Cut which makes possible One-Spot Operation.

Only with These Patented Clipper Features is Masonry Cutting Economical . . .

PRESSURE EQUALIZER



SELECT-A-NOTCH

WET OR DRY PUMP

IT'S YOURS ON...FREE TRIAL!

ORDER TODAY . . . on FREE TRIAL. Discover for yourself how CLIPPER...will increase your profits by increasing your production at reduced costs. CLIPPER'S "On the Job" FREE TRIAL guarantees you satisfaction at no obligation!

OUR ONLY BUSINESS FOR NEARLY 20 YEARS . . . MASONRY & CONCRETE SAWING!

The unqualified Clipper guarantee of satisfaction is backed by world-wide experience, the ability to select the finest materials, and the "know-how" to put them together.

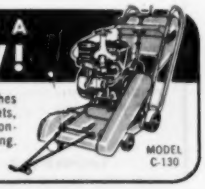
TODAY!...Try the New—Faster Cutting—Economical CLIPPER SUPERIOR BLADES

. . . guaranteed to "Consistently Provide the fastest cut...at the lowest cost...with the greatest ease!" Clipper alone can supply *all* specifications of Abrasive, Diamond and "CBR" (Break-Resistant) Blades to accurately meet your requirements. INVEST IN CLIPPER and YOU'LL GET RESULTS!

SAW BEFORE BREAKING WITH A CLIPPER CONSAW!

Save up to 50% in labor and material. Saw repair patches —gas, water, sewer and air line trenches in floors, streets, walks, runways and highways. Save, too, by sawing contraction joints—eliminate costly hand forming and spalling.

5 MODELS, GAS OR ELECTRIC POWERED



MODEL C-130

Clipper

SAME DAY SERVICE FROM YOUR NEAREST FACTORY BRANCH—

MR. CLIPPER

KANSAS CITY 8, MISSOURI

COAST TO COAST

- PHILADELPHIA
- ST. LOUIS
- CLEVELAND
- DETROIT
- AUSTIN, TEX.
- CHICAGO
- LOS ANGELES
- BOSTON
- HOUSTON
- MILWAUKEE
- ST. PAUL
- INDIANAPOLIS
- NEW YORK
- PITTSBURG
- SAN FRANCISCO
- CINCINNATI
- ATLANTA
- WASHINGTON, D.C.
- BIRMINGHAM
- CHARLOTTE, N.C.
- DALLAS
- KANSAS CITY

IN CANADA – P.O. BOX 476, WINDSOR, ONTARIO

SOLD ONLY DIRECT FROM FACTORY BRANCHES

MAIL COUPON NOW

CLIPPER MANUFACTURING CO.
2808 N. WARWICK • KANSAS CITY 8, MO.

Send FREE Literature and Prices on:

- ☐ CLIPPER MASONRY SAWS
  - ☐ DUSTLESS MODELS
  - ☐ DRY ONLY MODELS
- ☐ CLIPPER CONSAWS
- ☐ CLIPPER ABRASIVE BLADES ☐ WET ☐ DRY
- ☐ CLIPPER DIAMOND BLADES

(97)

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

IN YOUR NEXT HOME—ADD

Showmanship

WHERE IT

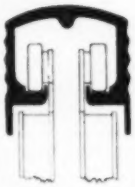
Pays Off!

Beauti-Dor

GLASS ALUMINUM TUB ENCLOSURE

- Makes the Bathroom the "Showroom"!
- Displays "Custom Features" before your prospect's eyes!
- Creates instant "Sales Appeal" that stops 'em and sells 'em your homes!

$99.95
5 ft. retail
$114.95
5½ ft. retail



TOP BEARING TRACK—Showing rollers for both door panels in position.

BOTTOM RAIL—Showing panel guides in position. Hang free—no friction. Angled channels drain into tub.

- BEAUTI-DOR comes complete in one carton—ready to install—nothing else to buy!
- Highly polished, rust-proof Aluminum—Heavier, thicker than most for strong, firm installation without swing, sag or droop.
- New oil treatment protects aluminum from climatic changes and handling mars during installation. Special polishing powder included.
- Custom made for any 5 or 5½ ft. recessed tub. Door size 5 ft. high.
- Double, overhead ball bearing rollers, cadmium plated—glide silently.
- Thick 7/32" glass in exclusive "Starlite Aristocrat" or "Sea Foam" translucent patterns.
- Neoprene rubber glass channels and no drip rail makes BEAUTI-DOR Water tight.

In less than 30 minutes installation time—and for very few dollars—you can feature a custom-designed bathroom in your homes. Merely by changing the tub into a glamorous, glimmering, aluminum and glass shower enclosure *you are guaranteed to capture the feminine half of the buying team*—and make the sale easier for you!

BEAUTI-DOR will be the center of attraction in the most looked-at room in your home. Your prospect will *see it—touch it*—and marvel at its beauty! This is sales magic that proves to the buyer that you have added Plus features for plus value!

It's good business to "add showmanship where it pays off"! Get the BEAUTI-DOR story now. Learn why no other tub enclosure—ONLY BEAUTI-DOR—offers so much in design, construction and quality at the lowest prices! Try BEAUTI-DOR in your next model—*with your discounts* you'll find it pays to include BEAUTI-DOR in every home you plan and build!

Installation Takes Less Than 30 Minutes

1. Screw side jambs to the walls. 2. Secure bottom rail to the tub with mastic. 3. Slide doors into top rail and slide into position.

A few territories open for distributors—write.

SHOWER ENCLOSURES, INC.
1227 West Devon Ave., Chicago 40, Illinois

SEND FOR THIS FREE BOOK!

Remember—Today, no home is complete without a BEAUTI-DOR.

MAIL COUPON FOR THE FACTS TODAY!

Shower Enclosures, Inc.
1227-A West Devon Avenue
Chicago 40, Illinois

Please send me Free descriptive booklet, "Beauti-Dor, the most wanted addition to the American Home" and the complete Beauti-Dor story. I am a builder _____, Architect _____, Lumber and building supply dealer _____

Include prices _____

Name.....
Company.....
Street.....
City.....State.....

letters . . .

(*Continued from page 52*)

experience with you are not even interested in discussing your new jobs.

This situation, coupled with a summer of strikes, has done a great deal to demoralize the builder of limited means. It has greatly curtailed small home construction in the New York area. The bankers and mortgage men that our association has contacted blame the current government's bond market activities.

Whatever the fault, I, for one, can see no relief in the near future. I should certainly appreciate reading, in your future issues, any new information or advice you can offer.

Harold Miller,
Builders and Realtors,
231 Buffalo Ave.,
Brooklyn, New York

► *New housing legislation expected early in 1954 and the development of a realistic second-mortgage market are expected to relieve this condition.—The Editor*

wants information on prefabing house parts

Sir: I am trying to get as much information as possible on building houses in sections in the shop and then hauling them by truck to location. I have to put up a building since I plan to make it an all year round business, and will have to build the sections inside.

You may have available plans for such a layout and suggestions regarding jigs, etc. We think this method of building has an advantage over building the complete house on the construction site and then moving it to the owner's place which involves quite a moving expense.

William H. Regier,
Regier Millworks,
Mountain Lake, Minnesota

► *Regier will appreciate hearing from any builder who can answer his query.—The Editor*

"profitable" is word for October issue

Sir: As a subscriber of *American Builder*, I am happy to inform you that the October issue has been very profitable to me for the simple rea-

(*Continued on page 56*)

Clench your fist

...You'll Clinch the Sale!

It's *that easy* to prove that ADJUSTO-SEAL is the world's best weatherstrip . . . whether it's combined with metal for door bottom use, or with plastic for around doors and windows.

When customers see how ADJUSTO-SEAL's *thousands of vertical wool fibers snug right down against that uneven surface* . . . you can start for the cash register. For the occasional customer who still hesitates . . . just pick up an ordinary weatherstrip and try the same thing.

That's all, brother! You've clinched the sale. Because *no other weatherstrip can pass the "clenched-fist" test.*

BE SURE TO FEATURE BOTH ADJUSTO-SEAL PRODUCTS!

The NEW PLASTIC AND PILE ADJUSTO-SEAL for around doors and windows comes marked at 1 ft. intervals for easy dispensing, and is packaged two ways: in bulk, on reels of 50 yards; or in individual packages containing 17 feet (enough for around one average door or window).

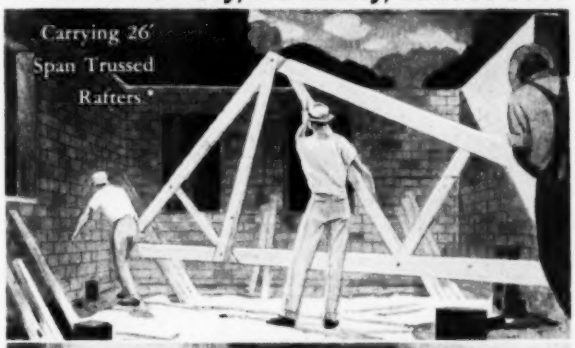
This new Schlegel product has all the properties that have made **ADJUSTO-SEAL** door bottom weatherstrip so popular with your customers. Door bottom strips available in standard sizes.

If your Jobber doesn't carry ADJUSTO-SEAL, write: SCHLEGEL Manufacturing Co., Dept. AB, Rochester, New York Oakville, Ontario, Canada

ADJUSTO-SEAL DOOR BOTTOM

TIMBER CONSTRUCTION

Gives You Safety, Flexibility, Lowest Cost



Architects, Engineers and Contractors Find Timbers FIT TODAY'S NEED

In the constant search for more economical building methods, engineered timber construction points the way. Architect after architect is achieving maximum results with minimum cost outlay in the proper use of timber construction members.

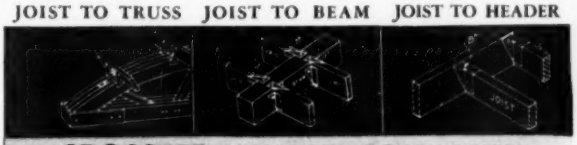
Experience has proved that engineered timber construction withstands emergency winds and seismic loads. It resists combustion, free from the hazards of load-bearing collapse under extreme heat. It possesses all the elements essential to *permanent* construction.

Crossett timbers meet all tests in this new demand for structural wood. Big mill production at Crossett embraces every modern technique in quality control. Crossett timbers are engineered to specified stress values. Available in untreated, WOLMANIZED** treated and Creosoted stock, they qualify under Southern Pine Inspection Bureau standards as well as Federal Specifications MM-L-751b.

FOR FURTHER DETAILS, write Crossett to obtain specific information regarding your own designing problems. See for yourself how timber construction can answer many of your difficult design and building problems today.

**Employing Teco Connectors.* **Reg. U. S. Pat. Off.

JOIST TO TRUSS JOIST TO BEAM JOIST TO HEADER



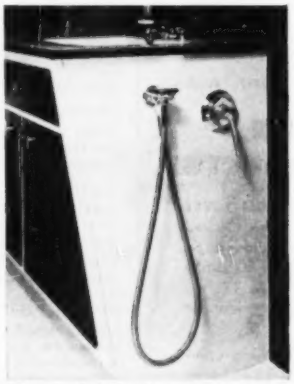
CROSSETT LUMBER COMPANY
A DIVISION OF THE CROSSETT COMPANY
CROSSETT, ARKANSAS

This is a typical line from one of the 12 prominent builders who installed the "Lifetime" Shampoo Spray in the nationally publicized BETTER HOMES & GARDENS "Reader's Choice" Model Homes they erected.

More than 200,000 people saw these homes — saw the "Lifetime". It went over big with women because more and more of them are caring for their hair at home (permanents, tinting, etc.). It's wonderful for families with children too!

THE "Lifetime"

is *permanently* installed on the wall of the bathroom using standard piping, diverter valve on tub or stand, or separate fixtures. Dozens of ways to install, the "Lifetime" is the first *really new* and very practical piece of bathroom equipment to come along in years! 4 foot stainless steel hose, chromium plated head and wall hook. *Inexpensive too* — $13.50 (suggested retail price). Ask your Plumbing and Heating Wholesaler about the "Lifetime". If he cannot yet supply you *write direct* for literature, prices and plans of installation.



THE "LIFETIME" SHAMPOO SPRAY WILL HELP YOU SELL!

Builder: Fred P. De Blase, Rochester, N. Y.
Plumber: Walter Mack, Rochester, N. Y.

WHOLESALERS & DEALERS — write for complete details about our high sales — low inventory plan!

T&S BRASS & BRONZE WORKS, INC.
32 Urban Avenue, Westbury, Long Island, N. Y.
Dept. A

letters . . .

(*Continued from page 54*)

son that I have contracted to build two houses from that issue.

For one year I have been trying to find or design a house to fill the needs of one of my customers. While looking through your October issue, I came upon a split-level home with the exact requirements for the home site and the customer needs.

Ralph C. San Antonio,
336 West Shore Rd.,
Warwick, Rhode Island

P.S. I have sent in my renewal subscription for three years.

a table for jack rafters?

Sir: When I received my November issue of the *American Builder*, I was very happy to find the Roof Framing Table on page 152. I find it very valuable and so I have notched the paper so that it will open at that page when I want it.

I would like to see you print a similar table for common and jack rafters. Could you publish it in the near future?

Oscar West,
Motor Route #3,
Bryan, Ohio

► *Please see the Wilson Rafter Tables on pages 208-209 in the January, 1953, issue of the* American Builder.—*The Editor*

Florida manufacturer likes Builder photographs

Sir: We would like to have the name and address of the photographer who photographed the Modern-Aire Motor Hotel used as the subject of the article *Motel Units Quickly Convert into Suites*, appearing in September *American Builder*, pages 94-96.

The pictures are of particular interest because they show the Gate City Wood Awning Windows in the open position. These views show our window to advantage, and the others may be of equal value to us.

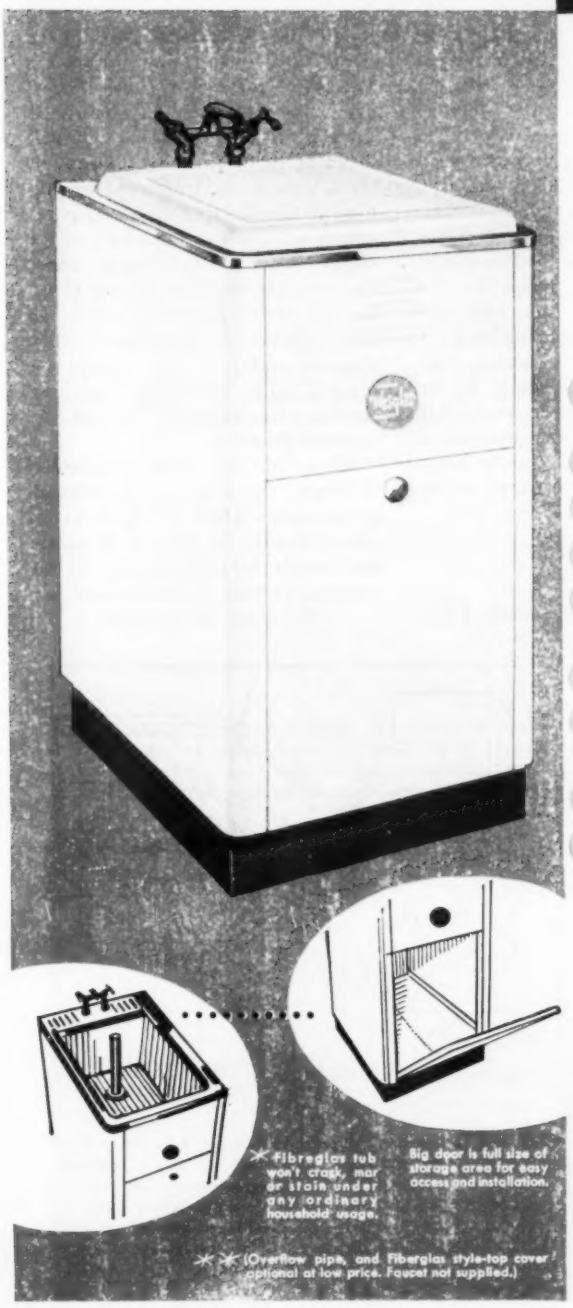
J. Rolland Jones,
Gate City Sash & Door Co.,
Fort Lauderdale, Fla.

► *Pictures were taken by* American Builder *staff members; photographs and drawings used with story were sent to window manufacturer.—The Editor*

See Us at
Booth 308 NAHB Show—

Be sure to see the
new standard cover—

"Wesglas"



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LAUNDRY TUB

Here's the answer to every home owner's prayer for something fashionably new and different in laundry tubs! Ideal for utility room, laundry room, basement or kitchen. Nothing else can compare with it for sales volume and profit as well as for home satisfaction. Don't delay, order today! Look at these advantages:

- **POLISHED STAINLESS STEEL TOP TRIM** (WITH 2 EMBOSSED SOAP DISHES)
- **FIBERGLAS TUB WON'T CRACK OR MAR***
- **MATCHING FIBERGLAS COVER FOR ADDED STYLE****
- **IMMACULATE WHITE ENAMEL STEEL CABINET**
- **FULL SIZE DOOR FOR EASY STORAGE AND REMOVABLE FOR PLUMBING INSTALLATION**
- **RECESSED BASE FOR TOE ROOM—IN RICH BLACK**
- **LEVELING SCREWS HIDDEN IN BASE ADJUST FOR HEIGHT AND UNEVEN FLOORS**
- **LIGHT WEIGHT SIMPLIFIES DELIVERY AND SET UP**
- **CHROMED BRASS OVERFLOW PIPE SAVES EXTRA WORK, HOT WATER AND SOAP****

*(Trade-mark O.C.F. Corp.)

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KANSAS CITY, KAN.; NEW ORLEANS, LA.

APPROACH TO THE PROBLEM OF GRADING

including →

KEEPING DOWN land preparation costs is a rigid requirement for any tract developer. The money spent in any substantial cut or fill may easily equal what the lot is worth. This excess cost of preparation is never reflected in any valuation placed on the lot and hence is money wasted.

Best way to guarantee reasonable costs for land preparation (or "manufacture") is to select land which has as favorable topographic characteristics as possible, obtain an accurate topographic and boundary line survey, and then develop your site plan to fit the topography.

Locating streets to follow natural drainage lines means a minimum of earth moving. The topography itself, if carefully studied when lotting the land, will often quite naturally bring the grade of the building sites into good relationship to the grade of the streets. Ideally, this difference in grade should not be more than three feet. Or, to express it another way, the finished house grade should be not less than one foot above the elevation of the curb with a 25-foot building line. In any case, the grade should be sloped *away* from the building for a distance of at least three feet.

Rough land with steep slopes (grades of over 15 per cent are excessive and require special treatment) poses the serious problems of erosion and roadway grades. Roads should normally follow natural drainage lines or ridge locations, at right angles or nearly so to the contours. But if side hill locations for roads are unavoidable, then the drainage problem will be complicated by requiring extra deep sewer lines. Building sites will then be above and below the road grades, which complicates sewer connections on the low side, as well as the matter of driveways and drainage for the downhill lots. All this will add greatly to cost of preparing land.

Roads cut directly across contours at grades exceeding 10 or 12 per cent are also to be avoided if possible, because this develops a stepped effect which must be compensated for by costly banks or retaining walls.

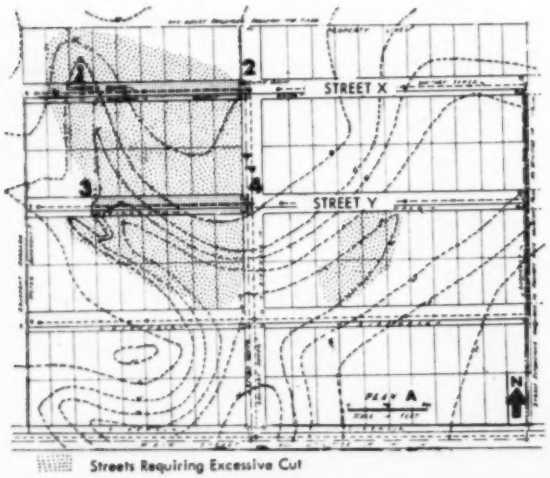
Maximum Slopes and Erosion Control

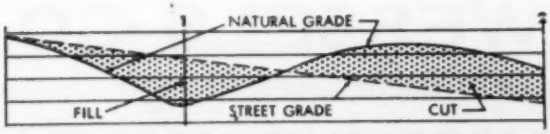
Where earth cuts are made, FHA recommends that the slopes shall be not steeper than 1½ horizontal to 1 vertical. Where earth fills have to be made, FHA's standard is that the slopes shall be not steeper than 2 horizontal to 1 vertical.

A usable rear yard should be provided which is at least 15 feet in depth from the building wall to the toe of an upward slope or to the toe of a downward slope. Wherever practical, each lot should be graded so that storm water will drain from the back yard through the side yards and front yard directly toward the abutting street, and not across other lots or onto cut and fill slopes. When this cannot be done, storm water should be carried along the top of the banks by swales or other means to a properly constructed outfall. Slopes should be planted with soil-fixing vines or shrubs, or otherwise treated to stabilize them.

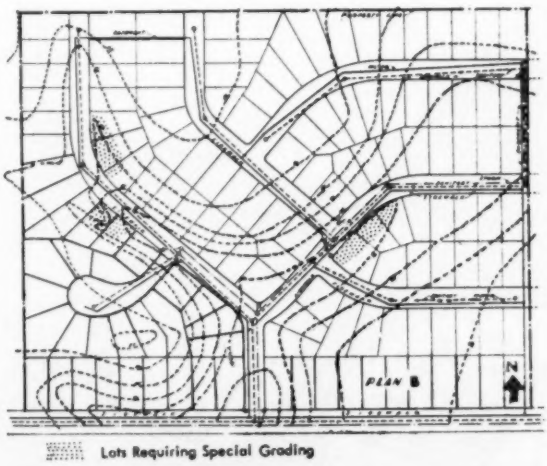
Where fills are made in hillsides or slopes, the slope of the original ground upon which the fill is to be placed should be plowed or scarified deeply to bind the fill to the original ground. Material used for

(*Continued on page 62*)





Profile of Street X cut and fill as required by Plan A



These two development plans for the same tract show how uneconomical the gridiron is (left). Street X alone, between points 1 and 2, will require an average cut of at least 5 feet over a length of about 400 feet to take care of drainage to point 2. Street Y will require similar treatment. In each case, additional street grading will be necessary to make abutting lots buildable. Plan B eliminates extra grading. (From "Home Builders Manual for Land Development," 1953)

basic machines used for land preparation

DITCHER: digs curb trenches, foundation footing trenches and secondary sewer and water-main trenches; also back fills with attached bulldozer blade

A PIONEER in carving new planned communities out of the rugged land of the Seattle area, Builder Albert Balch has had plenty of opportunity to test and find the right machines for land preparation.

"We now have about $100,000 invested in earth-moving and other major construction equipment, at today's prices for such equipment," Balch states. "Building in volume on land whose character makes preparation cost very high, we figure we can do the job more economically than do builders who have to rent the equipment for land preparation. There is also a tax saving to be considered when you invest in these machines. Book value depreciates, and sizable deductions from income tax can be made."

The photographs show some of the key machines in Balch's set-up; an inventory appears on page 64.

PAYLOADER: moves dirt and gravel on the site by loading truck; also does rough street grading, rough land clearing and brush clearing. Indispensable for work on rugged terrain

APPROACH TO GRADING PROBLEM

(*Continued from page 59*)

ONE-HALF-YARD UTILITY SHOVEL: most expensive item in Balch's complement of earth-moving equipment, shovel digs sewer and primary water-main trenches

BULLDOZERS, BIG AND LITTLE: Diesel-powered crawler tractors compact the earth of a given site to specifications. The small machines do the work of close grading near houses, spread gravel preparatory to pouring slab floors. The machine also back fills and pulls utility trailers

ROAD GRADER: finishes the job of bringing streets to final grade

(*Continued on page 62*)

THE *Magic* IN A NAME

You see it happen every day. At sporting events, in entertainment circles, in any field whatever . . . some names are sheer magic. They're the names of the leaders, the star performers . . . the names that draw the crowds like a powerful magnet.

And that's the way it is with products, too!

Over the years, the name RO-WAY on overhead type doors has meant advanced design, skilled engineering, fine quality, top performance . . . solid value through and through.

Today's Ro-Way doors—residential, commercial and industrial—are the finest ever. With such outstanding features as Taper-Tite track and Seal-A-Matic hinges, ball bearing Double-Thick tread rollers, and Power-Metered springs individually matched to the weight of each door . . . smooth, easy up-and-down operation is assured.

With Ro-Way sections rabbeted for weather-tight joints . . . muntins, rails and stiles precision-squared . . . mortise and tenon joints both glued and steel doweled . . . heavy gauge hardware both Parkerized and painted . . . long life is a certainty.

These are the reasons why Ro-Way is America's most wanted overhead type door. And that's the magic in the RO-WAY name.

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.

ROWE MANUFACTURING COMPANY, 732 Holton Street, Galesburg, Ill.

SEE OUR CATALOG IN SWEET'S

Rō-Way OVERHEAD TYPE DOORS

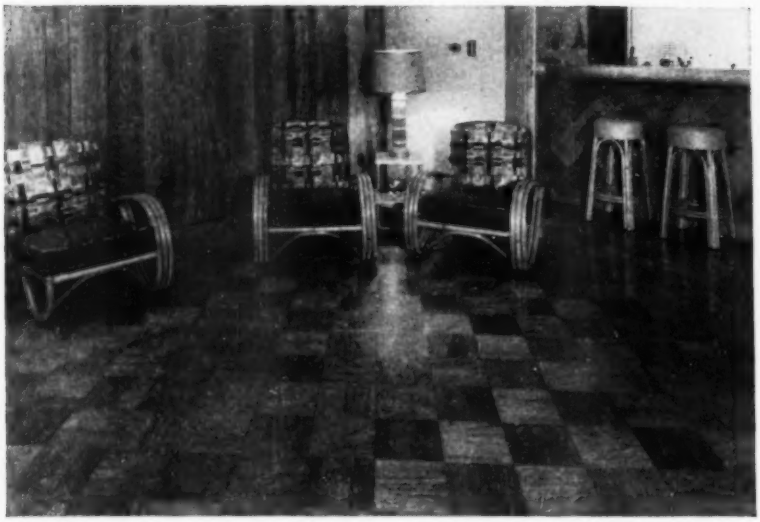
THERE'S A *Ro-Way* FOR EVERY DOORWAY!

"...has given our sales a boost,"

says C. Harry Swanson, builder and contractor in South Bend, Indiana.

...that's the beauty of

Higgins Block* INC.



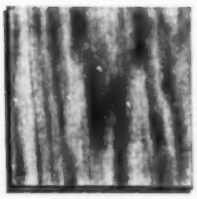
Note how builder-contractor Swanson uses Higgins Block and Higgins Gnarled Oak Paneling in this luxurious recreation room. Higgins Block was used as facing for the bar—durable, scuff-resistant.

*** SPECIFICATIONS:**

- 9" x 9" net face hardwood blocks — easy to install
- 3-ply cross-grain construction — when properly installed will not warp, buckle, cup or crack
- Selected oak face—comes with final finish
- Pressure bonded with marine-type glue—water-repellent, climate-proof
- Deep-impregnated with famous "Penta"— rot-proof, termite-proof
- Grooved back anchors into adhesive — quiet and comfortable
- Can be laid *without* special preparation directly on concrete slab — ideal for radiant heat
- Blocks fit flush—*without* large, visible V-grooves

Higgins INC. BONDED HARDWOOD BLOCK FLOORING

THE WORLD-FAMOUS BOAT BUILDERS



Use this coupon for free sample block and literature

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VISIT BOOTH NO. 467

Hotel Sherman at the NAHB CONVENTION

GRADING PROBLEM

(*Continued from page 60*)

Two important subsidiary tools are the utility trailer (top) which carries cut lumber from cutting shop to the job, and the fork-lift loader (above). This loader has a 150,000-pound capacity and is shown unloading t&g roof decking at the job

the fill should be free from vegetable matter and other deleterious substances. FHA specifies that the fill material should be placed in layers which, when compacted, do not exceed six inches.

How to Prepare Hilly Land

It often happens, of course, that a builder sees real possibilities in a piece of land that does not have ideal topographic advantages for subdividing. He goes ahead anyway and by applying his land manufacture know-how makes something good from something problematical.

Such a case is that of John Bonforte of Colorado Springs and his 1,200-acre planned community, "Belmont," now being built on the edge of Pueblo, Colorado.

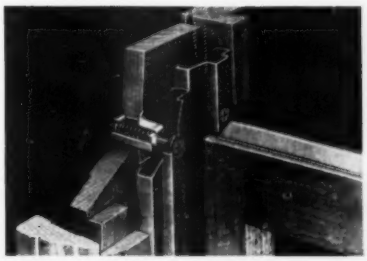
The site was range land, undeveloped and over-grazed. It was high land, hilly and cut up by arroyos, often more than 20 feet deep, caused by erosion. The land was afflicted by fast erosion because the subsoil is almost pure sand. Bonforte acquired 3,000 acres

(*Continued on page 64*)

ADJUSTABLE • A.R.B. • REMOVABLE • WOOD WINDOW • "400"

5 BIG Features for Builders

1 EASILY REMOVED



2 METAL WEATHERSTRIPPED

3 EASILY INSTALLED

4 LOW COST

5 QUICKLY ADJUSTED

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GEORGIA
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IOWA
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MAINE
Malta Mfg. Co.
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MASSACHUSETTS
Springfield Millwork Co.
Springfield, Massachusetts

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Marvin Lumber & Cedar Co.
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Alsynite is the ideal translucent building material... proven over years of service in residential, commercial and industrial uses. Ease of use means big savings on installation costs.

Alsynite offers 24 beautiful, permanent colors . . . corrugated or flat panels. Available everywhere—distributors and dealers throughout the U.S.

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Dept. AB-A, San Diego 9, Calif.
Send free, color folder and complete information on Alsynite to:
NAME
COMPANY
ADDRESS
CITY
COUNTY STATE
Plants in California and Ohio.

(Continued from page 62)

of this unpromising land and now has 300 homes either built or under construction.

The No. 1 development problem was adequate grading—adequate grading for the building sites and for the run-off of surface water. Bonforte purchased the land reasonably enough so that he could afford to undertake this major program in grading.

Equally basic was the problem of laying out a sewage system so that the maximum area could be developed from the initial sewer main that was extended into the tract from the city system.

The first step was to lay out this maximum area that would drain into the main trunk sewer. Then a street system was laid out to provide for the surface drainage. This meant that the streets were placed on the lowest lines of the development

"This move was sound," Bonforte states, "because it placed our streets in fill areas and our homes in the high or cut areas. In places we have had cuts of more than 14 feet and in other places fills of as much as 20 feet. But nowhere have we changed or interfered with the natural drainage run-off. All we have done is to fill in the arroyos and permit the water to drain off in surface channels, such as streets."

Bonforte ran into the problem of having streets parallel to one another, with one about 10 feet higher than the other. He solved this by bringing the land between the streets to almost an even grade: then on the high street he built houses with full basements, and on the low street, houses with crawl spaces. The houses facing on the high street were set as low as possible, sidewalk and curb grades usually being the same. The houses facing on the lower street were set as high as possible. The result is that rear yard grades are less than 4 per cent. The lots average 115 feet in depth: alleys are omitted.

Bonforte's method of procedure is as follows:

(1) Set subgrade stakes for street.
(2) Bring street to subgrade by cut and fill as required.
(3) Set grade stakes on adjacent parallel street.
(4) Bring adjacent street to subgrade.
(5) Bring the entire area between parallel streets to an approximately even grade.
(6) Commence house excavation.
(7) If no-basement houses are used, there should be neither a deficiency nor a surplus of dirt. If houses with basements are used, surplus dirt will accumulate and should be removed as soon as possible to facilitate the movement of trucks and other equipment.

INVENTORY OF MACHINES FOR LAND DEVELOPMENT USED BY ALBERT BALCH

Number	Item	Approximate List Price, Per Item
1	Bulldozer	$ 3,500
1	Bulldozer	950
2	Bulldozers	1,450
1	Oliver Cletrac Dozer	6,700
1	Oliver Cletrac Dozer	3,750
1	Insley tractor with back-hoe and ½-yard shovel attachments	16,000
1	Fordson tractor (ditcher) with back-hoe, light bulldozer blade and shovel attachment	4,200
1	Hough tractor (ditcher) with back-hoe, light bulldozer blade and shovel attachment	5,200
1	Small Case tractor with back-hoe	4,800
1	HM Hough Payloader	12,300
1	International Evergreen truck-trailer	6,000
4	Light trailers (avg.)	250
2	Chevrolet trucks "	1,800
7	Ford trucks "	1,500
1	International truck	1,500
1	#150 Hyster fork-lift loader	7,500
1	Road grader	13,900

View of John Bonforte's "Belmont," at Pueblo, Colorado

New *Cameo* SHADOWTILE

See it at Booth 463 Sherman Hotel · N. H. B. S.

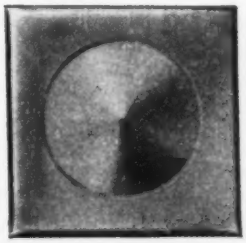
Four Distinctive Designs

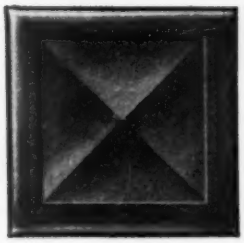
WAVE

Can be laid vertically or horizontally, or alternated.

HALO

For classic beauty, nothing can surpass the circle. It can be used as a top border, placed every other tile, or at random for very unusual effects.



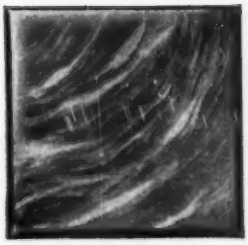


CRYSTAL

A wall of Crystal shapes will gleam like a thousand gems.

PILLOW

Used alone, or to set off Crystal, Halo and Wave shapes, Pillow offers unlimited versatility.



Here is something absolutely NEW in wall tile—something that will take you away from competition and give you leadership in tile sales.

Cameo Shadowtile in many attractive colors and four different shapes offers unlimited possibilities for unusual effects in kitchen and bathroom decoration.

Years Ahead in Leadership!

Shadowtile—with its 3-D (3 dimensional) feature—was bound to come. Now it's here and *you* can be the first to offer it in your community.

Architects, builders and home owners will go for Shadowtile because of its attractive eye appeal.

Why not write today for sample tiles and dealer or distributorship plan? If you don't, your competitor will. Use the coupon for convenience.

MANUFACTURED BY

FRANKLIN PLASTICS, INC.
FRANKLIN, PA.

Pioneers in Plastic Molding and Extruding
20th Year of Manufacturing

Send for FREE SAMPLES and Full Color Literature →

Franklin Plastics, Inc.
Franklin, Pa.

Please send me samples of your Cameo Shadowtile.

Name _____

Street _____

City _____

Dealer ☐ **Distributor** ☐

NOW! World's Smallest

5 YEAR GUARANTEE IN WRITING

Financing available through our easy 24-month payment plan.

THE 5-IN-1

This is the newest in the line of General Chef complete kitchen units. It's the L-K Twin R-600. Here, for the first time, is a small complete kitchen in a compact single unit only 42 inches wide. Builders and owners of rental property will find this unit ideal where space and dollars are limited. Get complete information today.

General Chef

NATIONWIDE SALES AND SERVICE

NEW YORK:
Dept. G-1, Suite 762,
11 W. 42nd St.

LOS ANGELES:
Dept. G-1,
4542 E. Dunham St.

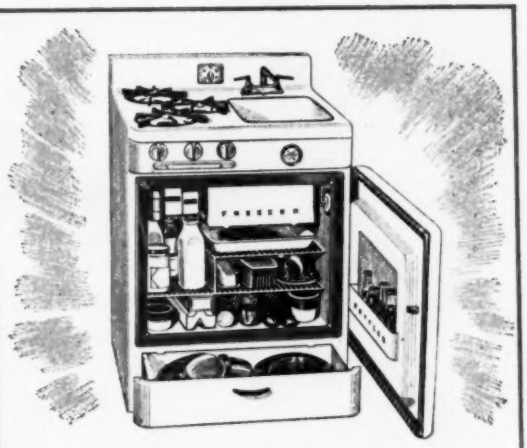
CHICAGO:
Dept. G-1, Room 1108,
Merchandise Mart

MIAMI:
Dept. G-1, Room 1518,
111 E. 2nd Ave.

Complete Kitchen
...only 42 inches wide!

GENERAL CHEF 5-IN-1 is ideal for Motels
Hotels • Apartments • Small Kitchens • Trailers • Factories
—Wherever space and dollars are important!

1. **DOUBLE SINK** One-piece porcelain top of heavy gauge steel. Faucet and all hardware triple-chrome plated.
2. **BURNERS** Unit comes with 3 gas burners (easily adjusted for bottled, natural or manufactured (L.P.) gas), or 3 electric burners (220 V.).
3. **OVEN** Large handy oven with broiler and Robertshaw Automatic Temperature Control. Completely insulated from refrigerator.
4. **REFRIGERATOR** Six cubic feet of space. Electric sealed, self-oiling Tecumseh unit. Owens-Corning Fiberglas insulation. Convenient bottle shelves in door.
5. **FREEZER** Holds 9 ice cube trays, or 12 standard frozen food packages.



ALSO AVAILABLE...

Smaller units 27½ inches wide without oven—gas or electric

Handsome General Chef units without ovens come in sizes as small as 27½ inches wide. Gas or electric burners (either 110 or 220 V.)...with or without sink. Four cubic foot refrigerators.

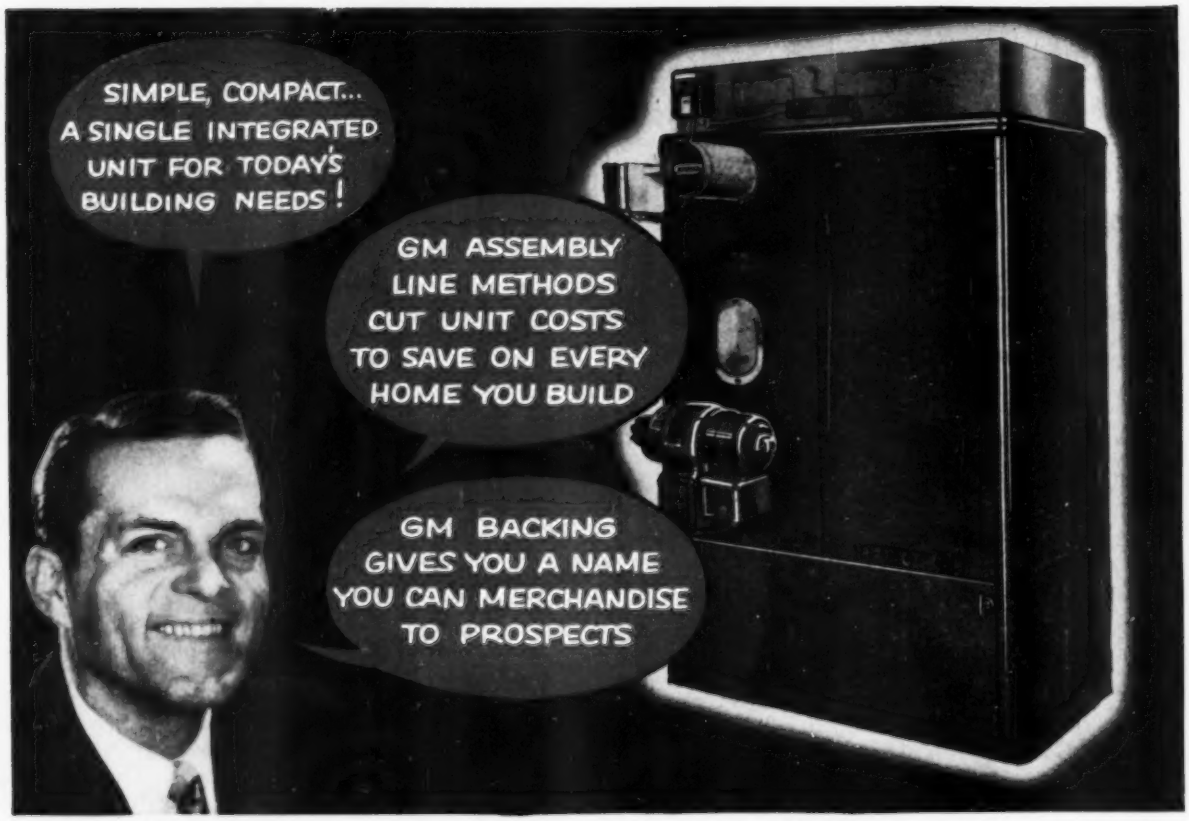
We will send you complete information and specifications on the many General Chef complete kitchen units. If you are building, remodeling, designing—you will want to get this information to help you save space and dollars. Write today. We will also send you name and address of distributor nearest you.

General Chef, Dept. G-1
4542 E. Dunham Street, Los Angeles 23, Calif.

Please send me complete information and specifications on General Chef units, and name of nearest distributor.

NAME_____ OCCUPATION_____
STREET & NUMBER_____
CITY_____ ZONE____ STATE_____

GENERAL MOTORS OFFERS BUILDERS NEW DELCO WINTER-SUMMER CONDITIONAIR



See this unit—Booth 344, NAHB Convention, Sherman Hotel, Chicago

New low-cost way to add extra sales appeal to your homes

Now every builder can answer the rising demand for air conditioned homes at reasonable prices. Here's the sensational new Delco Conditionair that uses either gas or oil for heating and electrical refrigeration for cooling. It provides complete air conditioning, ventilation, filtering and humidity control.

One cabinet houses both heating and cooling mechanisms. Has Delco-Heat Circle-air heat transfer system, centrifugal blower, Multipath Cooling coils, twin filters, and sealed reciprocating compressor. It's low in first cost, low in operating cost, and packaged for easy installation. The cabinet is made of heavy duty furniture steel and is finished in the rich Delco green. In appearance, performance, and cost it's your best answer to adding the magic of year 'round air conditioning to the homes you build.

For detailed information, contact your Delco-Heat Distributor. Or write or wire Delco Appliance Division, General Motors Corp., Dept. ABH, Rochester 1, N.Y. In Canada, Delco-Heat, Toronto 13, Ontario.

. . . a complete line of automatic oil and gas fired conversion burners; Conditionair forced warm air furnaces, heating, cooling units; boilers; water heaters; electric water systems.

GM GENERAL MOTORS

DELCO CONDITIONAIR

For a good deal . . . deal with Delco

HOW RHEEM SELLS THE U.S.A ON COPPERMATIC!

Rheem starts '54 with a roar! Full-page, full-color ads announcing the Coppermatic Water Heater in LIFE, THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME and HOUSE BEAUTIFUL. Plus follow-up ads throughout the year in these same publications and in GOOD HOUSEKEEPING, HOUSE BEAUTIFUL BUILDING MANUAL and SMALL HOMES GUIDE.

Plus local tie-in newspaper ads, TV and radio spot announcements and a wealth of point-of-sale display material and literature.

Cash in on this great new Rheem product and this aggressive advertising drive. Get all the facts now!

RUST PROOF **Rheem Coppermatic**

AUTOMATIC STORAGE GAS WATER HEATER

A COMPLETE COPPER TANK Outlasts ordinary heaters in corrosion areas many times over. Can't rust—*anywhere!*

INSIDE A COMPLETE STEEL TANK— *Both* tanks have super-strong capsule shapes. Pressure-Proved at *double* the normal pressure!

HEATS QUICKER— Recovers faster! Delivers practically a continuous supply of hot water. Handsome, white steel cabinet fits kitchens, basements, closets.

You can rely on Rheem

RHEEM MANUFACTURING COMPANY

World's largest manufacturer of automatic storage water heaters

Sparrows Point 19, Maryland
7600 S. Kedzie Ave., Chicago 29, Ill.
1025 Lockwood Dr., Houston 20, Texas
4361 Firestone Blvd., South Gate, Calif.
800 Chesley Ave., Richmond, Calif.
3693 E. Marginal Way, Seattle, Wash.

CASH IN— *Send coupon below!* AB-1

Send your request to nearest Sales Office, addresses of which are listed at left.

Please send me complete facts about Rheem Coppermatic profits, advertising and promotion.

NAME.....

ADDRESS.....

CITY.....STATE.....

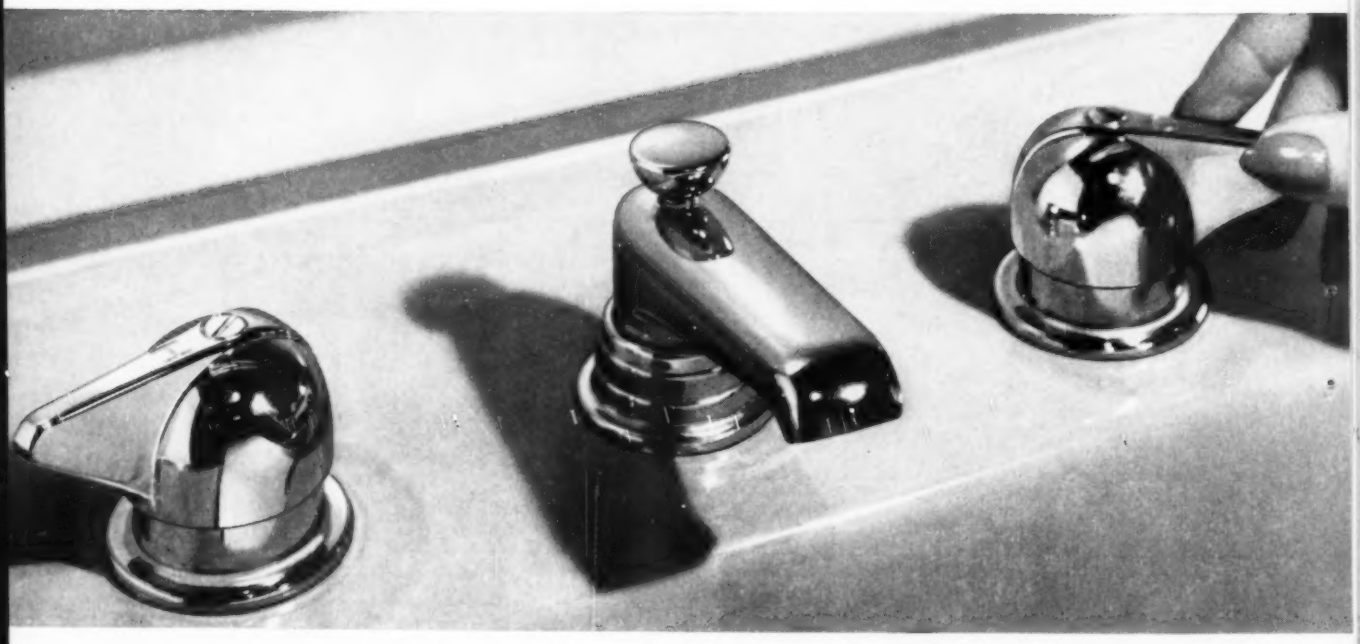
The foremost name in plumbing

CRANE

More people prefer it

Crane plumbing helps sell homes

because people know and prefer Crane quality. Home buyers are favorably impressed when they see Crane fixtures in the houses you build. Crane bathrooms and kitchens indicate quality construction throughout.

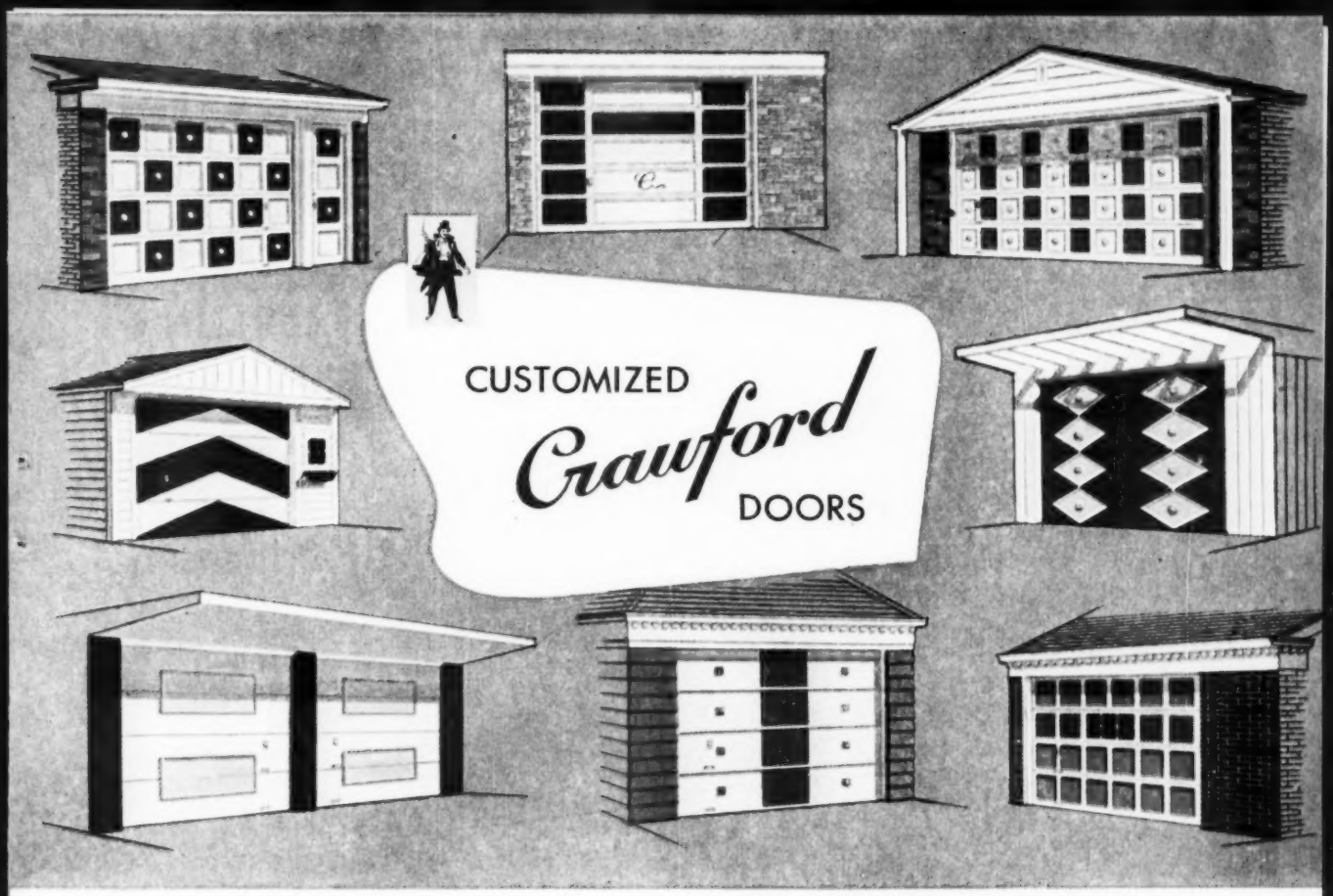


Every house you build becomes a lasting part of your reputation. That's an important reason for specifying Crane. Through the years, you can be sure Crane performance will please owners and safeguard your good name.

Costs no more. Even in your lower priced homes you can afford Crane because fixtures are offered in a wide range of prices. For detailed information, see your Crane Branch or Crane Wholesaler—today!

CRANE CO.

GENERAL OFFICES: 836 SOUTH MICHIGAN AVE., CHICAGO 5
VALVES . . . FITTINGS . . . PIPE . . . PLUMBING AND HEATING



Here's one easy way to "Stop the Shoppers" and get them to look and ask questions

When sales are slow, your one big problem is to get the "shoppers" to stop cruising around, *look* at your homes and *listen* to your salesmen. Sometimes that isn't too easy—if you haven't something unusual to *make* them stop, look and listen. Crawford Customized Garage Doors give you something that is not just unusual but is dramatic, colorful, beautiful and CAN BE SEEN RIGHT FROM THE STREET. There are so many different designs and color schemes that each of your homes can have its own, individual, Customized door, and, remember that the garage door is usually the LARGEST SINGLE AREA IN THE ENTIRE FRONTAGE and when you change the looks of the garage door, YOU CHANGE THE LOOKS OF THE HOUSE. And, it's no trick at all to make the front door and window shutters match up with the Crawford Customized Door and thus produce a stunning "ensemble." As you well know, women go for these striking and colorful custom effects and this is the one that CAN BE SEEN FROM THE STREET. They can see, from their cars, that EVERY FRONT IS CUSTOM DESIGNED. Can you think of a better way to make the "shoppers" STOP, LOOK, LISTEN! Why don't you get in touch with your local Crawford Door Sales Co., listed in your classified phone book under "DOORS" and get them to show you how practical and inexpensive it is to give your homes this very important buying pull? It won't cost you a cent to find out. Or, write us for literature.

Booth 62
Conrad Hilton Hotel
Chicago
N.A.H.B. Show
January 17-21

Crawford MARVEL-LIFT Doors

More than a million in daily use • Residential, Commercial, Industrial

Crawford Door Company, 148-20263 Hoover Road, Detroit 5, Michigan

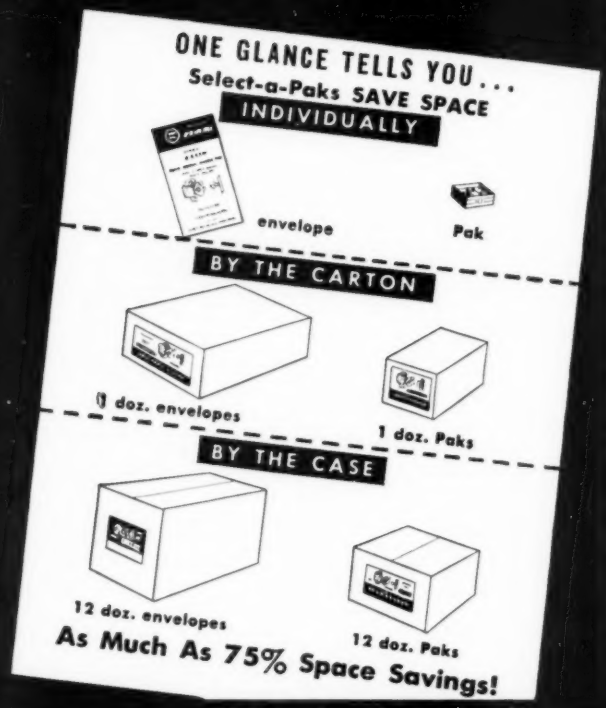
Factories in 10 centers; warehouses in 80 centers; sold everywhere

Manufactured and sold in Canada by F. Fentiman & Sons, Ltd., Ottawa 3, Ontario

A complete range of styles and sizes in single and double width.

SAVES valuable shelf space . . . valuable counter space

NEW NATIONAL LOCK "Select-a-Pak" MERCHANDISING SYSTEM



Handy "Pak" has clear acetate slide cover . . . shows merchandise attractively

Provides extra customer convenience . . . dependable product protection

Assures speed and ease in handling . . . Open stock available on all items

Buy it from your wholesaler

NATIONAL LOCK . . . FINEST In Quality . . . FIRST In Merchandising

NEW "Select-a-Pak" ASSORTMENTS Stimulate Impulse Purchase

compact "Serv-Yourself" dispensers are FREE

CABINET HARDWARE NO. 32

A complete cabinet hardware department that takes only minimum counter and storage space. Attractive metal dispenser shown at left 15½ x 12".

WOOD SCREW NO. 24

Wood screws in 24 most popular sizes your customers require. (Flat head, round head and oval head.) Dispenser 15½ x 12". Sturdy. Eye catching.

STOVE BOLT NO. 26

Flat head and round head bolts with nuts in 16 fast-moving sizes. Zinc plated finish. Packed 1 dozen Paks to the carton. Metal dispenser is 12½ x 12".

distinctive hardware . . . all from 1 source

NATIONAL LOCK COMPANY

Merchant Sales Division • Rockford, Illinois

The + plus that counts when you're selling a house!

Gold Seal VinylTile in *Bermuda Hues*

A prospective house buyer keeps an eye out for something extra. If you want to add hundreds of dollars to the value of a house . . . lay Gold Seal VinylTile in Bermuda Hues. It's a unique, sun-drenched flooring that sparkles with light and represents the *luxury* a house buyer looks for. All 10 Bermuda Hues are color-coordinated so you can create decorator-showpiece effects. And that's just half the story. Gold Seal VinylTile is so *tough* it's almost impossible to damage, stain or discolor. It resists kitchen acids, alkalis—even dirt—yet it's resilient and easy to install. A flooring with that many *talking points* can help sell a house. Specify Gold Seal VinylTile in Bermuda Hues for your next project. And always keep this important fact firmly in mind . . . **Gold Seal VinylTile protects you and your customers with the famous Gold Seal Guarantee of satisfaction or your money back.**

Bermuda Hues — the only vinyl colors as right for walls as for floors. Once up they should last as long as the house.

Matching countertops are seamless . . . have no dirt-catching corners . . . cost only a fraction of what hard, clattery tops cost to install.

GOLD SEAL®
FLOORS AND WALLS
CONGOLEUM-NAIRN INC.
Kearny, N. J. © 1954

See us at booth 472—NAHB convention, Hotel Sherman, Chicago. Till then—for full information on "Bermuda Hues" mail this coupon:

Congoleum-Nairn Inc. AB-2
Builders' Service Dept., Kearny, New Jersey

NAME_____
ADDRESS_____
CITY_____ ZONE_____ STATE_____

Left: Front and carport. Note interesting color combination. Below: Ceiling of living-dining area follows slope of roof. Supporting beams and column connection at ridge line are exposed in room. The 7-foot 6-inch-high partition at right encloses the kitchen portion

AMERICAN BUILDER BLUEPRINT HOUSE

BUILDER:
Edward Rose & Sons, Detroit, Michigan
ARCHITECT:
Beinecke & Lorenz, Detroit, Michigan
SQUARE FOOT AREA:
including house, carport and porch 1,188
COST PER SQUARE FOOT:
including basement $12.75

Front of house showing the tie-in arrangement of entrance and carport

space, price and design sell this house

THIS MODEL HOUSE induced 259 families to deposit earnest money toward the purchase of an approximate duplicate of the house in the first eight days of National Home Month. The reason was simple. After seeing the house, the prospective purchaser was able to evaluate its potentialities quickly, based on the space offered, and the price and design.

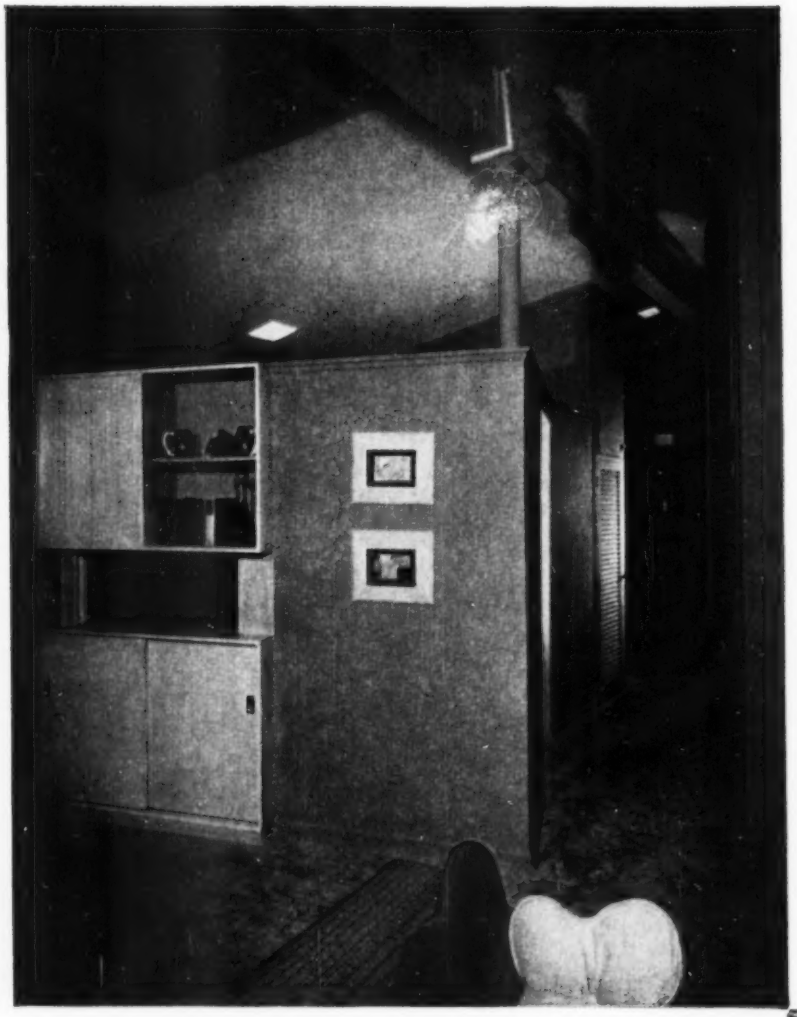
The house has three bedrooms, each with 100 square feet or more. It also contains a living-dining room having an area of 225 square feet. This, as well as other areas of the house, gives the illusion of greater size by having the ceiling follow the slope of the roof. Door-high splayed walls in the kitchen further encourage this illusion. Bedroom and hall closets are placed at the center of the high point of the ceiling, thus providing additional storage space. Half of the basement is kept clear for a recreation area. The other half is devoted to furnace, heater, laundry tubs, etc., with a fruit storage under the entrance vestibule.

The cost of $12.75 per square foot is below the local market. It represents land improvement costs of from $20 to $25 per running foot and a $2,500-an-acre raw land cost. It also reflects a continued paring down of the rough and finished carpentry costs through use of improved techniques. It shows a constant effort to reduce the construction period required for a finished house.

These builders are keeping abreast of the times by changing from a standard-type one story

MORE
(Continued on page 72)

Photographs by Lens-Art Photographers, Detroit, Mich.



Passage to bedrooms shows additional storage space available due to extra ceiling height. Two-way cabinet is built into stub wall of kitchen

BRAND NAME PRODUCTS USED

- Alwintite aluminum windows with screens and storm sash
- Armstrong linoleum
- Breneman shades
- BullDog Pushmatic electric centers
- Celotex sheathing
- Dishmaster for kitchen sink
- Formica Lavenette counter
- Fry four-ply roof
- Glide-All closet doors
- Hall-Mack accessories
- Hartshorn shades
- Kohler plumbing fixtures
- Luxaire forced warm-air furnace
- Minneapolis-Honeywell heat controls
- National Tile kitchen counter and backsplash
- Norman pressed brick
- NuTone vent fan
- Skillman hardware
- Standard Cotton insulation
- Waste-King pulverator
- Wolverine hot water heater

For complete one-quarter-inch working plans of this house, write *American Builder Home Plan Service*, 79 West Monroe Street, Chicago 3, Illinois.

Bathroom features clay tile on walls, Formica-topped lavanette and a horizontal-type medicine cabinet with glass sliding doors

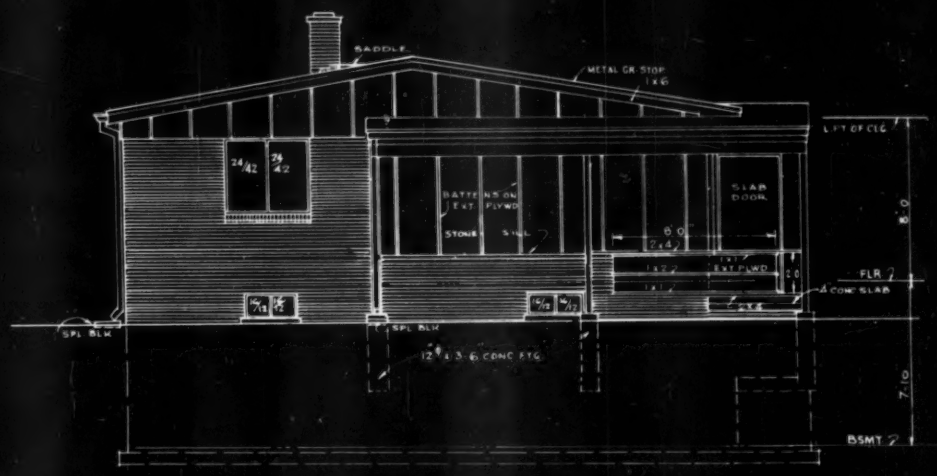
house, of which some 965 were sold in 1952, to a design referred to by Rose Brothers as "midwest contemporary."

In this model vertical boards and face brick are used effectively on the exterior. Low roof lines produce a broad horizontal effect. The amount of glass area has been increased over that of the former model. On the interior a modern appearance has been achieved through open planning, and ceilings that follow the slope of the roof.

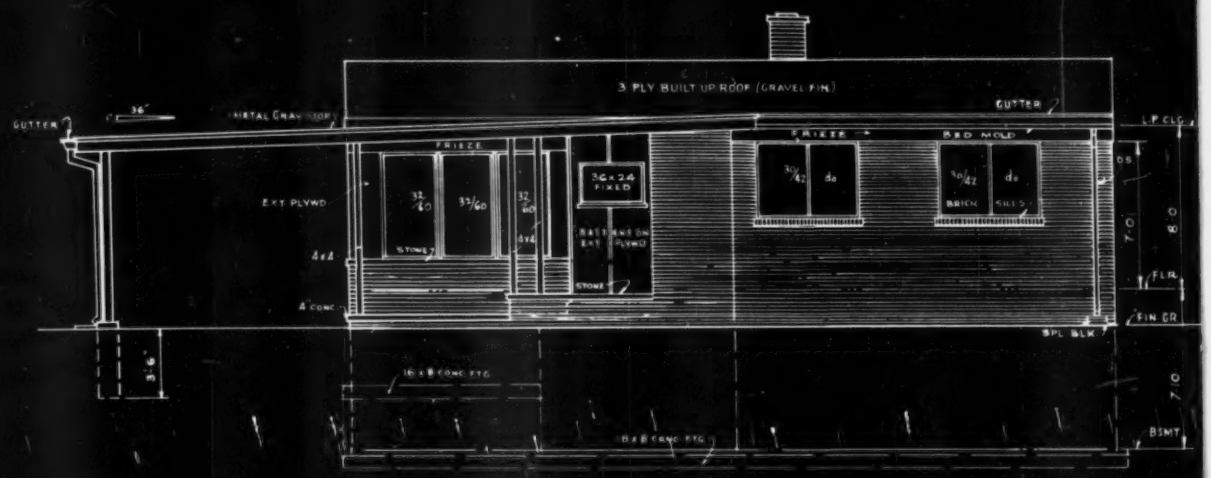
Two models are currently being offered by these builders, each with practically the same floor plan. Cost, based on lot sizes which vary from 55 to 80 feet in width, is $14,400 to $15,150. The model (shown on these pages) is designed with the broad side of the house to the street; the other model is arranged with the narrow end toward the street front. Each model has five different elevations consisting of changes in window fenestration, facing materials and roof lines.

The builders also employ the latest construction techniques such as: the use of power tools and precutting of all lumber, use of plywood for sheathing and subflooring, use of drywall, tilt-up construction, preassembled door and window components, shop assembled cabinets, precut trim and poured concrete foundations.

See Gatefold Blueprint for working drawings —quantity list of materials

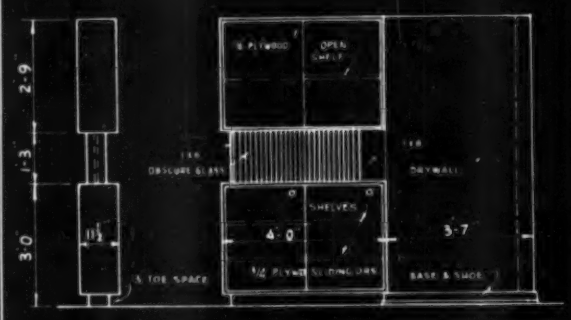


LEFT SIDE ELEVATION



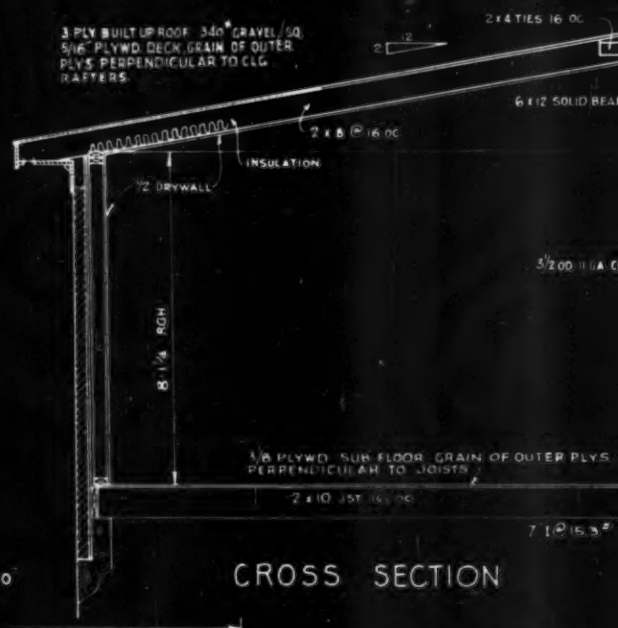
FRONT ELEVATION

(PULL OUT FOR FLOOR PLAN

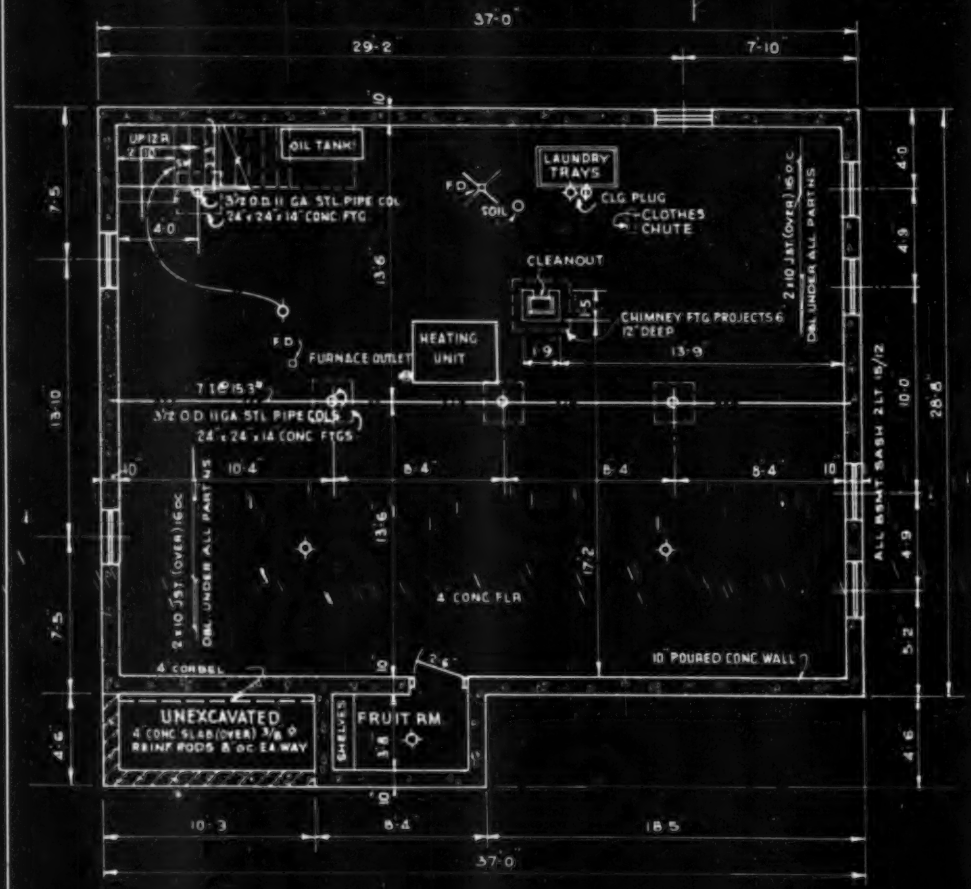


END VIEW VIEW FROM DINING ELL

STORAGE WALL DETAILS SCALE: 1/4 = 1'-0

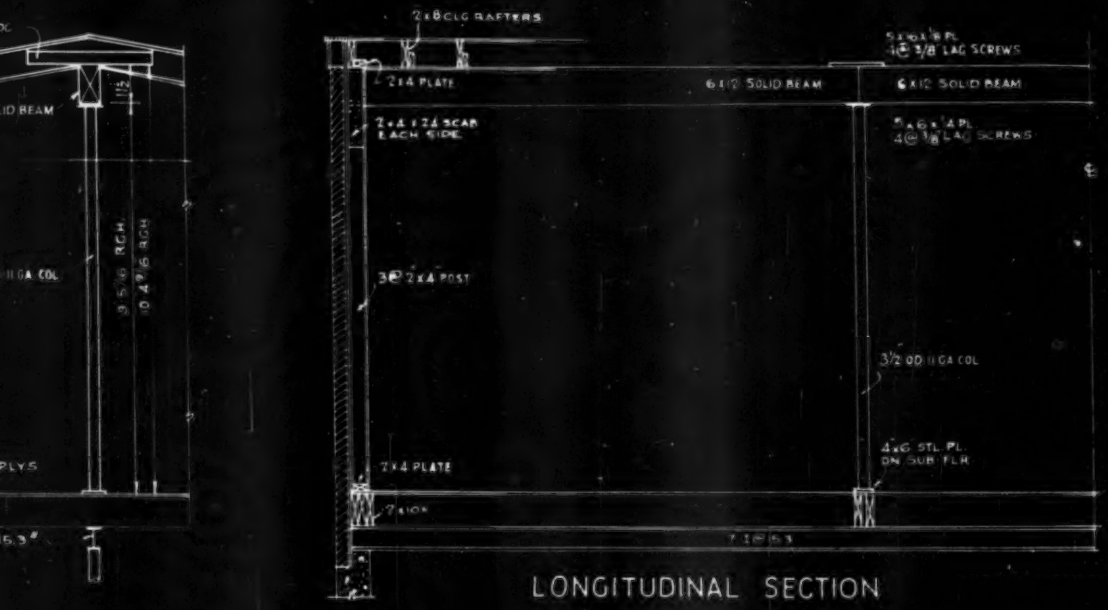


CROSS SECTION

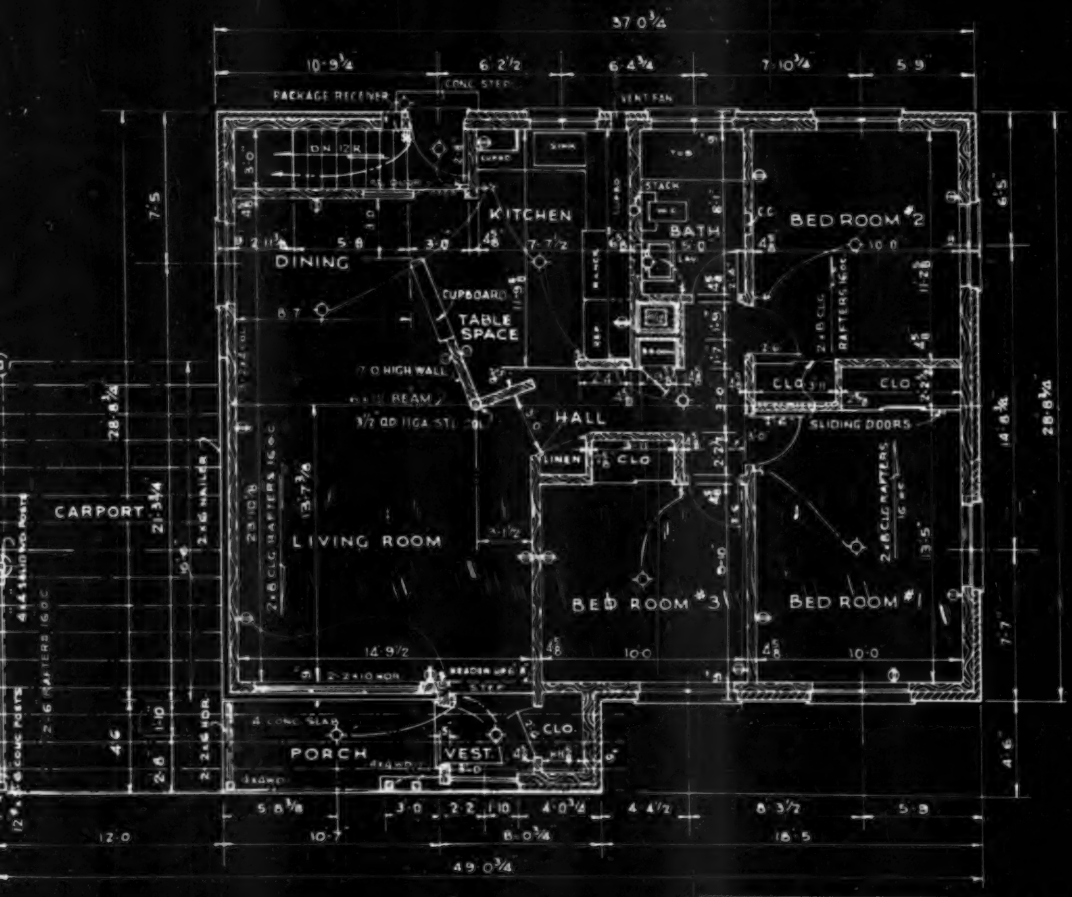


BASEMENT PLAN

SCALE: 1/8 = 1'-0



LONGITUDINAL SECTION



FLOOR PLAN

SCALE: 1/8 = 1-0

DESIGN NO. A.B. 198

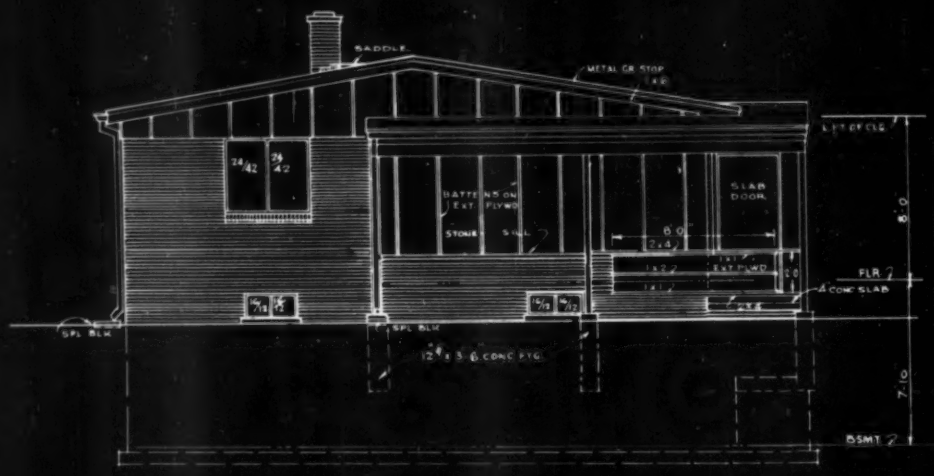
AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

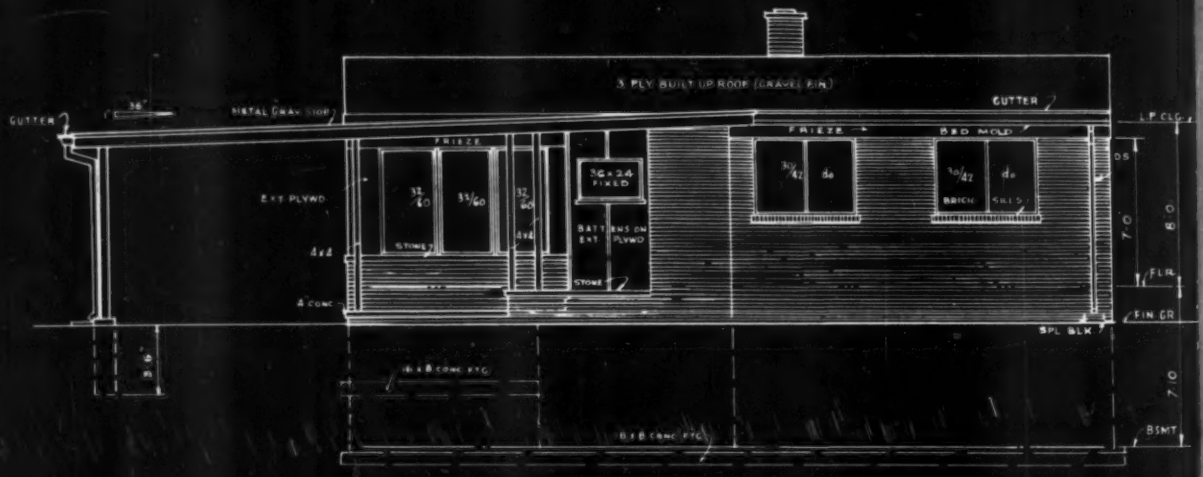
EDWARD ROSE & SONS BUILDERS

DETROIT, MICH.

SIMMONS-BOARDMAN PUB. CORP.-79 W. MONROE ST., CHICAGO 3, ILL.



LEFT SIDE ELEVATION



FRONT ELEVATION

(PULL OUT FOR FLOOR PLAN

Quantity List of Materials

For American Builder Blueprint House No. AB 198

Beinecke & Lorenz, Architects

General Information

House — Type ..... brick veneer
Area ..... 1,095 sq. ft.
Cube ..... 18,666 cu. ft.
Height taken for cube was 17 feet
Carport — Area ..... 231 sq. ft.
Porch — Area ..... 45 sq. ft.
NOTE: Cost computed on basis of 1/3 of area in porch and carport

Excavating

Trench for foundation ..... 15 lin. ft.
Chimney and column footings 4
Post holes for carport 3
Excavation for basement ..... 215 yds.

Cement Work

Foundations ..... 1,022 cu. ft.
Concrete work ..... 938 sq. ft.
Thickness ..... 4 in.
Waterproofing ..... tar basement walls
Miscellaneous
Reinforced concrete slab ..... 46 sq. ft.

Masonry

Type ..... brick
Walls ..... 950 sq. ft.
Window sills ..... brick
Chimney ..... brick — 21'0" high
Flue lining ..... 22' — 8"x12"
Cap ..... concrete

Iron Work

Structural ..... 541 lbs.
Lally columns ..... 5 — 3½" O.D.
Miscellaneous
Steel plates for wood beams
NOTE: Lintels required over 7 basement windows and 1 door (not shown or specified)

Millwork

Windows — Glazed, including trim ..... 4 — 48"x26"
1 — 42"x42"
1 — 48"x42"
2 — 60"x42"
1 — 36"x24"
1 — 97"x60"
Basement units ..... 7 — 30"x12"
Exterior doors — Material ..... wood
1 — 3'0"x6'8"
1 — 2'8"x6'8"
Interior doors — including jambs and trim ..... 1 — 2'8"x6'8"
5 — 2'6"x6'8"
1 — 2'4"x6'8"
Sliding doors ..... 4 — 2'0"x6'8"
2 — 2'8"x6'8"
4 — 2'0"x2'8"
2 — 2'8"x2'8"
Special interior millwork ..... Kitchen and dining room casework
Linen and broom cases

Carpentry

Beams and girders ..... 1 — 6"x12" — 12'0"
1 — 6"x12" — 26'0"
6 — 4"x 4" — 8'0"
1 — 4"x 8" — 10'0"
1 — 4"x 8" — 12'0"
Joists ..... 72 — 2"x10" — 14'0"
5 — 2"x 6" — 8'0"
Bridging ..... 225 lin. ft.
Studding and plates ..... 225 — 2"x 4" — 8'0"
60 — 2"x 4" — 10'0"
65 — 2"x 4" — 12'0"
Ceiling joist and roof rafters ..... 58 — 2"x 8" — 16'0"
17 — 2"x 8" — 14'0"
5 — 2"x 8" — 20'0"
Framing lintels ..... 2 — 2"x10" — 16'0"
8 — 2"x 6" — 10'0"
Subfloor ..... ⅜" plywood — 1,070 sq. ft.
Blocking under floor ..... 2"x4" — 210 lin. ft.
Roof sheathing ..... 5/16" plywood — 1,520 sq. ft.
Sidewall sheathing (material unspecified) ..... 1,240 sq. ft.
Sidewall materials ..... exterior plywood — 290 sq. ft.
Carpenters stairs ..... 11 — 2"x10" — 3'0"
2 — 2"x12" — 14'0"
3 — 2"x 4" — 8'0"
1 — 2"x 6" — 10'0"
Fir floor for landing ..... 10 sq. ft.
Flooring ..... not shown or specified
Exterior material
Soffits ..... 1"x12" — 80 lin. ft.
Eaves ..... 4 — 1"x6" — 16'0"
1"x8" — 225 lin. ft.
Porches ..... batten — 110 lin. ft.
bed molding — 80 lin. ft.
No ceiling for porch or carport
Insulation ..... ceiling insulation — 1,075 sq. ft.

Sheet Metal

Gutters ..... 77 lin. ft.
Downspouts ..... 3 — 10'0"
Flashing ..... chimney
Miscellaneous
Gravel stop ..... 110 lin. ft.

Roofing

Type ..... 3 ply tar and gravel
Area ..... 15.2 squares

Interior Walls

Area to be covered ..... 3,000 sq. ft.

● *This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.*

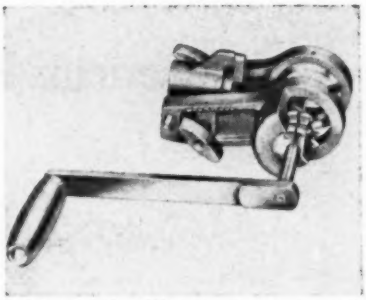
PRODUCTS EXHIBIT IN PRINT

NEARLY 300 companies will show their products at the 1954 NAHB Convention and Exposition which will be held concurrently at Chicago's Conrad Hilton and Sherman hotels from January 17 through 21. Well over 200 of these products will be found on the following pages, among the over 400 items which make up the "Products Exhibit in Print."

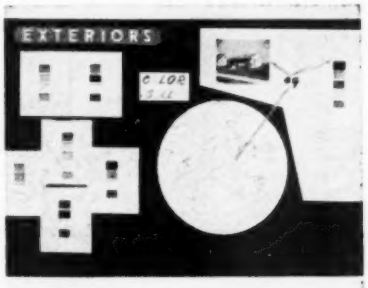
This is the eighth annual issue patterned around this preview and review of building products and equipment. The value of this editorial feature to our readers is attested to by the fact that manufacturers received more than 70,000 inquiries from the 1952 presentation, and by the tremendous demand for additional copies of the January issue we received throughout the remainder of the year. Builders and dealers report that this issue is an invaluable reference tool.

To identify easily the products which will be exhibited at the NAHB Convention and Exposition, booth numbers and the hotel in which they are located precede the name and description of the product.

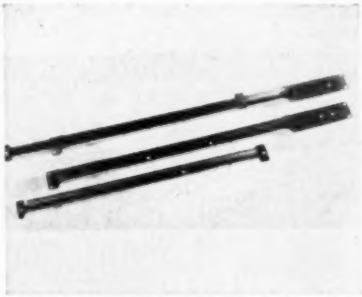
For more complete information about any of the items, a jumbo postcard has been inserted for your convenience on page 237. Further, you might ask your lumber and building supply dealer about any of the products in which you are interested.



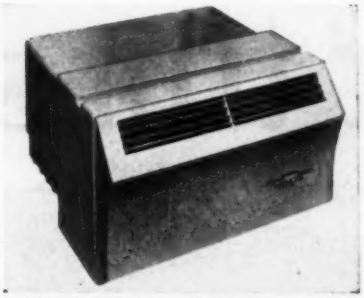
AB14331—SHERMAN—BOOTH NOS. 364-365—LOCK INSTALLING TOOL—Lockwood Hardware Mfg. Co., Dept. AB, Fitchburg, Mass. The "Speedril" is a new lock installing tool; its bit has a threaded shank clamped into a split feeder bushing which guides it squarely through the wood, guaranteeing precision boring. Leverage of the handle allows easy turning, and bit breaks through cleanly because a beveled-edge break-through ring is clamped against wood and prevents splintering. Time is about 25 seconds.



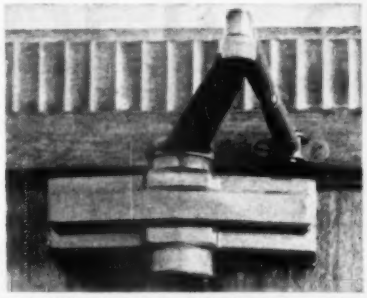
AB14273—HILTON—BOOTH NOS. 260-261—HOME DECORATION—Beatrice West, Dept. AB, 147 East 50th St., New York 22, N. Y. This organization does color planning of exteriors and interiors as well as decorating and furnishing of model homes for builders throughout the country. Miss West offers builders a combination of color planning and decorating service which is geared to supply color information for an individual house or a series of housing projects. Builders, architects and engineers also advised on hotels, apartments, etc.



AB14155—HILTON—BOOTH NOS. 279-280—DRAWER SLIDES—Grant Pulley & Hardware Corp., Dept. AB, 31-85 Whitestone Pkwy., Flushing, N. Y. New drawer slide consists of only two members; cabinet channel and drawer channel, fits all size drawers. Dimensions and score lines for easy bendings to needed drawer depths are stamped on the outside face. All corners are rounded and smooth for safety. Made of heavy-gauge steel for long life, electro-zinc coated for rust resistance, its load capacity is 50 pounds a pair. Solid nylon rollers are self-lubricating.

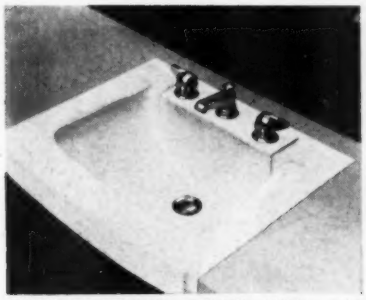


AB14259—HILTON—BOOTH NO. 264—ROOM AIR CONDITIONER—United States Air Conditioning Corp., Dept. AB, 3300 Como Ave., S. E., Minneapolis 14, Minn. Fiberglass construction, inside and out, is featured in this window-type room unit air conditioner. The result is a unit lighter in weight, free of rust and corrosion, superior in sound and thermal insulation; free from scuffing or denting with no loss in structural strength. The unit will also offer heating as standard equipment. Extends less than 2 inches into most rooms.



AB14350—HILTON—BOOTH NO. 127—DOOR CLOSER—Schlage Lock Co., Dept. AB, 2201 Bayshire Blvd., San Francisco 19, Calif. This compact door closing device is operated by a compression spring in conjunction with a hydraulic piston and two adjusting valves. It provides any speed of door closing that is desired by simple valve adjustment. Installation method is simple; a bracket is screwed on the door, and the closer and arm are quickly slipped into place. Smaller bracket holds other end of arm to door frame.

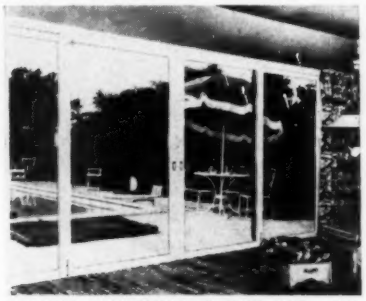
AB14251—HILTON—BOOTH NO. 2—KITCHEN PLANNER—American Kitchens Division, Avco Manufacturing Corp., Dept. AB, Connersville, Ind. A kitchen planning aid called the Kitchen Personalizer eliminates many disadvantages of old type planning kits while improving the efficiency and sales effectiveness. The Personalizer illustrates how sink, range, refrigerator and cabinets will look in the new kitchen with a minimum of thin plastic movable strips that are washable, flexible and scaled. Entire outfit can fit in a standard briefcase.



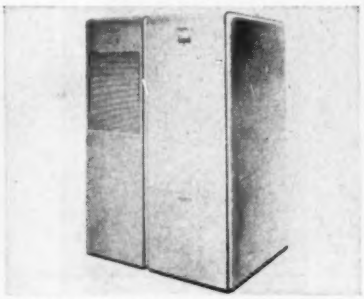
AB14293—HILTON—BOOTH NOS. 191 to 193; 206 to 208; BATHROOM LAVATORY—Crane Co., Dept. AB, 836 S. Michigan Ave., Chicago 5, Ill. This vitreous china lavatory is for built-in installations. Although 20x17 inches in size, its design permits installation with a 16-inch counter-top front to back. It can also be placed in a counter-top of greater depth merely by having the lavatory built in with the counter-top on three sides. Design features include bowed front apron, modern style soap depressions.

AB14057—HILTON—BOOTH NOS. 214-215-216—BATHROOM VANITY—Toledo Desk & Fixture Corp., Dept. AB, Ford Road, Maumee, Ohio. "Beauty-Queen" 72-inch sink is one of five sizes of sink cabinets; others are 66, 60, 54 and 42 inches in length. Model S-7200 is provided with a double bowl sink, while the other sizes feature single bowls. All models are available with cast-iron porcelain enamel finished tops or with durable plastic Monotops. The line is being introduced as the manufacturer's 1954 economy model.

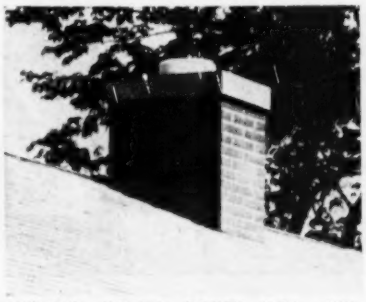
AB14355—SHERMAN—BOOTH NO. 460—SINK UNITS—Elkay Mfg. Co., Dept. AB, 1864 S. 54th Ave., Chicago 50, Ill. New "Duratone" sink and countertops combine the durability and beauty of Formica bonded to the strength of reinforced steel. A special process perfected by the manufacturer produces a permanent guaranteed bond between the Formica surface and the rust-proof steel core. Of interest to builders is the construction which forms counter top and back splash of one seamless piece for easy cleaning.



AB14268—SHERMAN—BOOTH NO. 429 SLIDING GLASS DOOR—T. V. Walker & Son, Inc., Dept. AB, 217 No. Lake, Box 547, Burbank, Calif. The Westerner sliding glass door offers unrestricted glass area. The glass area is set in wood frames that are toxic treated and are easy to install. No special skill is required. Completely weatherstripped, they insure weathertightness. Doors operate on sealed ball bearing units. Sills are clear kiln dried oak. Doors are 1¾ inches thick clear vertical grain kiln dried Douglas fir.



AB14066—HILTON—BOOTH NOS. 109 and 122—GAS FIRED FORCED AIR FURNACE—Bryant Heater Div., Affiliated Gas Equipment Co., Dept. AB, 17825 St. Clair Ave., Cleveland, Ohio. Bryant Model 319, a dressy unit that fits nearly anywhere in new construction or remodelling work. Designed for combination installation with Model 590 air conditioner. All completely automatic. Model 319 available with direct-drive or belt-drive blower on small sizes. Wide range of capacities. Standard or heavy gauge heating element.



AB14345—HILTON—BOOTH NOS. 120-121—SIMULATED BRICK CHIMNEY—Van Packer Corp., Dept. AB, 209 S. La Salle St., Chicago 4, Ill. Chimney housing is molded from 3/16-inch cement asbestos panels and embossed to simulate brick and mortar joints. Pre-painted brick red with natural color mortar lines, embossed design of panels permits repainting, if desired, to match other brick colors. Housing measures 16½ inches wide by 24 inches deep. It may be cut on the job to fit any roof ridge or pitch. Panels shipped knocked down.

◆ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

Builder trims

Celotex National Advertising Builds Business for You

To help you really score in '54, Celotex hits the residential construction market with a great new advertising campaign. Month after month you'll see big, colorful, eye-stopping ads – *working for you* – in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, SMALL HOMES GUIDE.

Make the most of this powerful sales help. Tie in by stressing to prospects that your homes are built with genuine Celotex Products. This smooths the way to sales because a third of a century of national advertising leadership has created nation-wide preference for the brand name Celotex!

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At N.A.H.B. Exposition
HOTEL CONRAD HILTON
CHICAGO
January 17 to 21, 1954

costs $95 per house

Saves $2,375.00 on 25 homes by using Double-Waterproofed

CELOTEX INSULATING SHEATHING

"Labor and material savings made possible by Celotex Insulating Sheathing enabled us to cut the cost of 25 homes recently completed by an average of $95 apiece, for a total saving of $2,375.00. Celotex Insulating Sheathing permits us to reduce costs, yet offer homes that are more comfortable, thriftier to heat in winter—cooler in summer, too. That is why we are using it on 65 new units now under way."

Foy E. Williams, President
Foy E. Williams Construction Company, Inc.
Lake Charles, Louisiana

North, south, east, west—the story's the same. Builders like Mr. Williams report Celotex Insulating Sheathing provides time-saving, labor-saving, money-saving *practical job advantages* you cannot afford to pass up—enables you to build stronger, more comfortable, quality homes at lower cost. Applied, Celotex Insulating Sheathing costs no more—usually LESS—than ordinary sheathing. Yet look at all the big *bonus* benefits it offers...

1. Insulates and Weatherproofs as it builds. All at *one* cost. No building paper needed.

2. Laminated for Extra Strength and rigidity. All Celotex 25/32" Insulating Sheathing is made of 2 plies, permanently bonded.

3. No Corner Bracing Needed to meet F.H.A. requirements, with 4 ft. wide, 25/32" thick Celotex Insulating Sheathing. Has approximately 30% greater bracing strength than ordinary sheathing.

4. Goes Up 30% Faster. Easier to cut and fit. Up to 15% less waste.

5. Excellent Shingle Base. Shingles can be applied direct, or over Celotex Impregnated Backer Board with special nails.

6. Double-Waterproofed. Inside, by integral treatment that coats every fibre; outside, by asphalt coating. Lets you resume work quicker after rain. High vapor permeability, too!

7. It is the Only Sheathing made of tough, strong, long Louisiana cane fibres—and protected by the patented Ferox® process from dry rot and termites.

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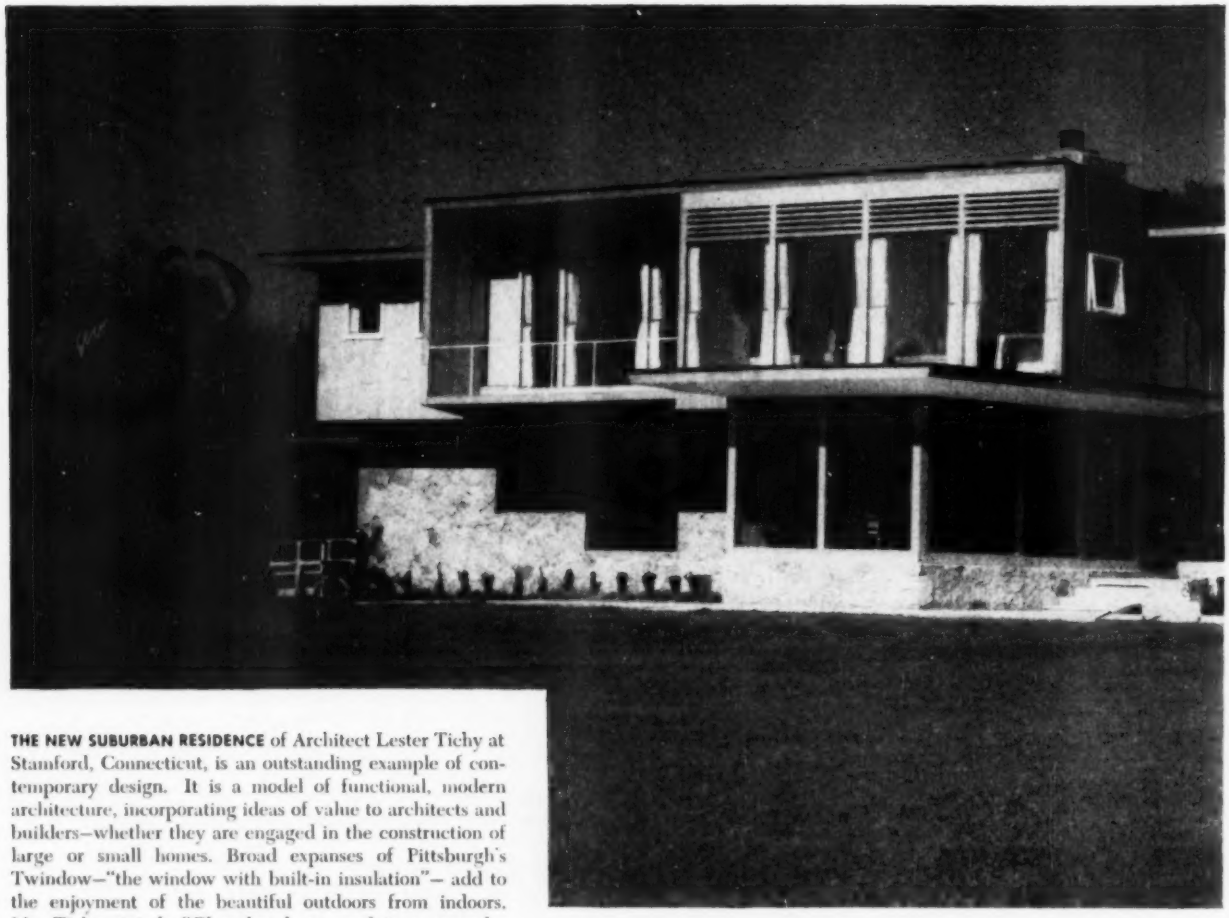
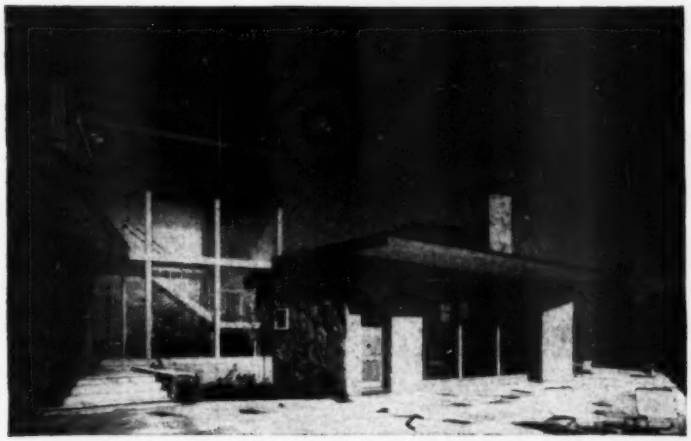
The Tichy Estate

is an outstanding example of the effective use of glass in today's homes

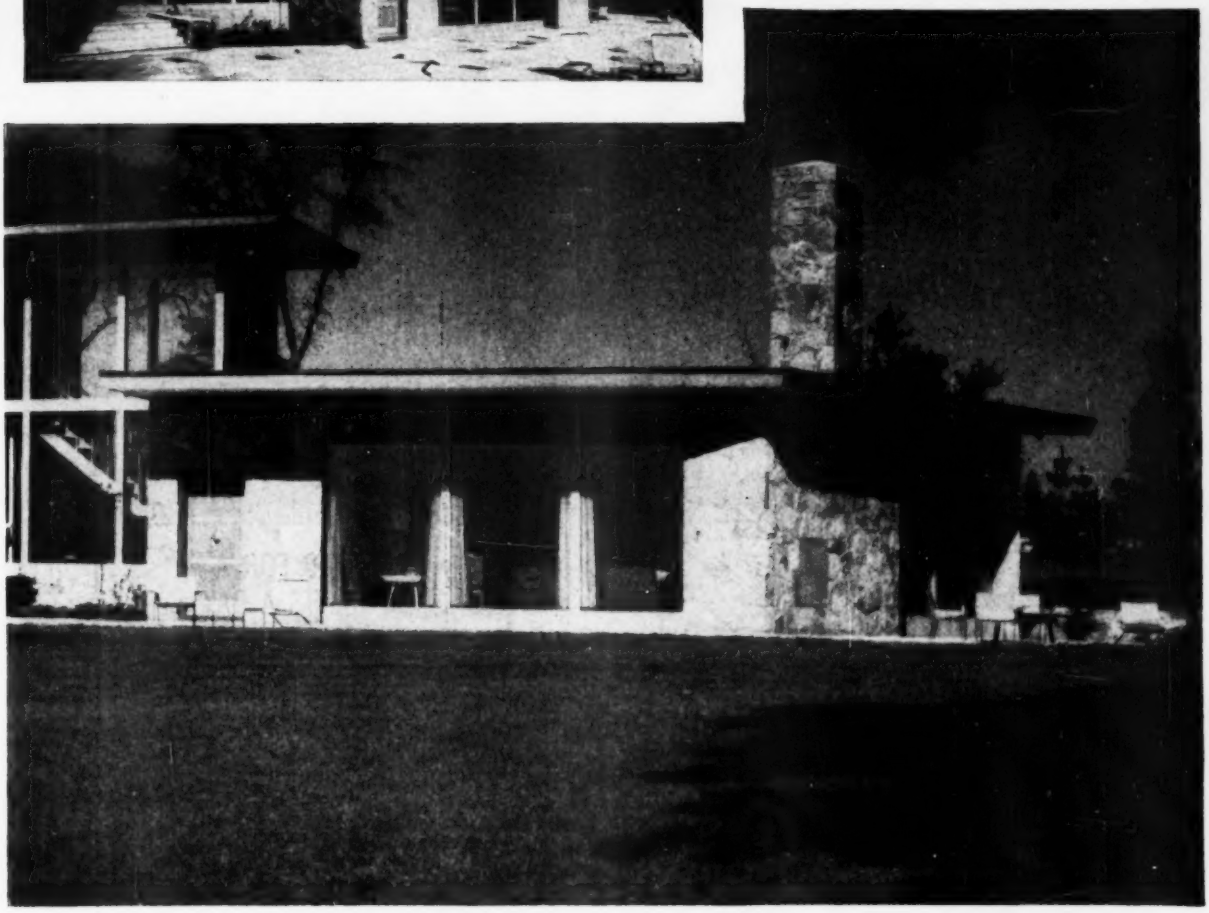


THE NEW SUBURBAN RESIDENCE of Architect Lester Tichy at Stamford, Connecticut, is an outstanding example of contemporary design. It is a model of functional, modern architecture, incorporating ideas of value to architects and builders—whether they are engaged in the construction of large or small homes. Broad expanses of Pittsburgh's Twindow—"the window with built-in insulation"— add to the enjoyment of the beautiful outdoors from indoors. Mr. Tichy stated: "Glass has been used in spectacular fashion, not only for its functional value, but for startling and beautiful texture contrast with the other construction materials."

IN THE DINING ROOM, too, large areas of Twindow units increase the spaciousness of the room, frame the attractive patio and wooded countryside for year-around pleasure. These Twindow double-glazed units offer all the advantages of broad expanses of glass, without affecting heating efficiency. They minimize downdrafts near windows and reduce the tendency for condensation to form.



A STRIKING FEATURE of this house is the hall and suspended stairway, connecting the living room with the rest of the building. Both sides of the stairhall are completely enclosed by Twindow units. The spacious living room, shown at right, also utilizes floor-to-ceiling Twindow units, affording a pleasant view winter and summer.



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New automatic ceiling shutter
Opens or closes automatically at the flip of a switch, or with automatic timer. Finished to blend with all room colors.

Hunter Attic Fan cools the entire house

The Hunter Attic Fan is the most practical and least expensive method of keeping a home comfortable on hot nights. It pulls cool, refreshing breezes through every room in the house . . . drawing out hot, stagnant air. This compact unit is easily installed in any new or old home. It requires only 18" attic clearance—ideal for low-pitched roofs. Fan comes complete with ceiling shutter and trim—no extras to buy or build. Sizes from 5000 to 15500 CFM (air deliveries certified) fit any home size and climate.

This new, improved attic fan has the same smooth, quiet operation and dependable performance that have made Hunter Fans famous for 67 years. Fan unit guaranteed 5 years; motor and shutter, 1 year.

Write for new 1954 Hunter Catalog

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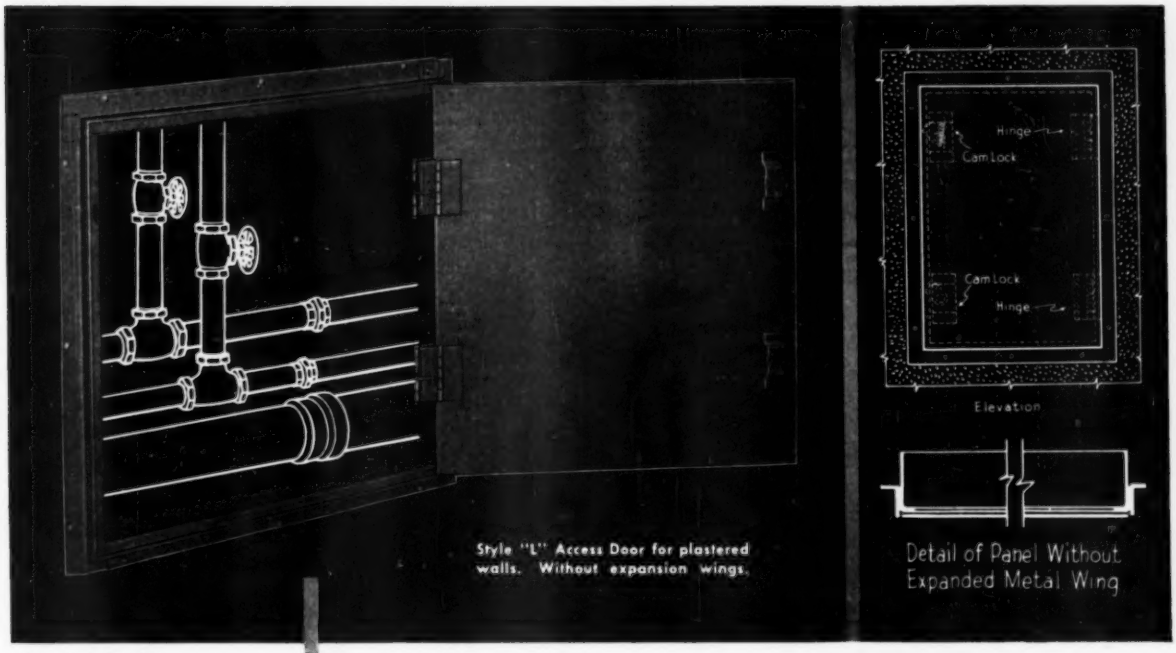
HUNTER *Attic Fans*

SEE OUR EXHIBIT AT THE NAHB SHOW

They go in faster... last longer!

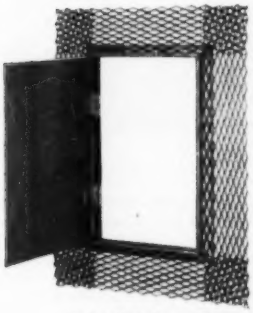
if they're *MILCOR** Steel Access Doors



Style "L" Access Door for plastered walls. Without expansion wings.

*Reg. U. S. Pat. Off.

Exclusive spring hinge lets door open 175°, for convenient access to key points in plumbing, heating, electrical, and refrigeration systems. Door is removed quickly by extracting hinge pin. Number of hinges and cam locks determined by size of door.



Style "K" Access Door for plastered walls. With expansion wings.

Style "M" Access Door for masonry, brick, stone, tile, wallboard, etc.

For a convenient, year-round listing of Milcor Metal Lath products, see your 1954 American Builder Catalog Directory, issued in April.

You add the EXTRA VALUE OF STEEL for less than the cost of wood

You save installation time and costs, with Milcor Steel Access Doors. And home-owners save on maintenance costs later on. Here's why:

(1) You install Milcor Steel Access Doors quickly and easily — flush with the wall or ceiling. They need no special framing, no cutting or fitting.

(2) You paint or paper right over Milcor Steel Access Doors. One finish-coat usually covers. No sanding or filler coats are needed.

(3) Milcor Steel Access Doors can't warp, crack, shrink, swell, or rot. They are termite-proof and fire-resistant.

(4) There are 11 different sizes from 8" x 8" to 24" x 36" — ready to install in plaster or non-plaster walls. Order from your building supply dealer.

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CONVENTION HIGHLIGHTS

Tentative Program

Annual NAHB Convention, Chicago, Illinois

January 17-21, 1954

Sunday, January 17

1:00 P.M.	Opening of Exhibits at Conrad Hilton and Sherman Hotels
2:30 P.M. Hilton	Nominating Committee (Open Meeting)
2:30 P.M. Hilton	Press Conference with President Spiegel
4:00 P.M. Hilton	Resolutions Committee (Open Meeting)

Monday, January 18

9:30 A.M. Hilton	Nominating Committee (Open Meeting)
9:30 A.M. Hilton	GENERAL SESSION Presiding: E. M. Spiegel, President, NAHB Invocation and Salute to Flag Greetings: Henry Fett, Convention Chairman Address: E. M. Spiegel Awards to 10-Year Exhibitors Address: Congressman Walter Judd
1:00 P.M.	First Inspection Tour of Chicago Housing
2:00 P.M. Hilton	GENERAL SESSION Program to be announced
2:00 P.M.	DISCUSSION GROUPS:
Sherman	1. Management Conference for Custom Builders Leader: David Augustus, Indianapolis, Ind.
Sherman	2. Good Design is Good Business Leader: Joseph Merrion, Chicago, Ill.
Sherman	3. Public Relations for Home Builders Presiding: Leslie Hill, Dallas, Texas Moderator: C. P. Harness, NAHB
Hilton	4. Trade-In House Leader To be announced
2:30 P.M. Hilton	Nominating Committee (Open Meeting)
6:00 P.M. Sherman	Reception & Dinner For Press
9:00 P.M. Hilton	Convention and Exhibitors' Dance and Entertainment

Tuesday, January 19

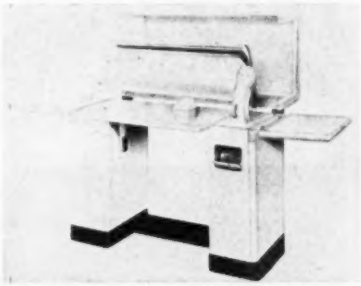
9:30 A.M. Hilton	GENERAL SESSION Presiding: To be announced Address: (title to come) Honorable George M. Humphrey, (invited) Secretary of the Treasury Panel: Mortgage Finance Moderator: Nathan Manilow, Chicago, Ill.
10:00 A.M. Hilton	Tax Savings For Small Builders Presiding: Franklin L. Burns, Builder, Denver, Colorado
1:00 P.M.	Second Inspection Tour of Chicago Housing
2:00 P.M. Hilton	DISCUSSION GROUPS: 1. Air Conditioning Leader: Ned Cole
Sherman	2. How Good Decoration Can Help You Sell Houses Leader: Mrs. William Johannesen
Sherman	3. How To Build Low Rent Housing Through Section 207, Rental and Section 213, Cooperative Leader: Al Gross Sam Heckman, Detroit (207) Bill Guinan, Detroit (213)
Sherman	5. New Face For America Leader: Alan Brockbank, Salt Lake City, Utah
Sherman	6. "How-To-Do-It" Demonstrations Leader: Andrew Place
8:00 P.M. Sherman	Panel Discussion: "What's New in Land Planning" Leader: To be announced

Wednesday, January 20

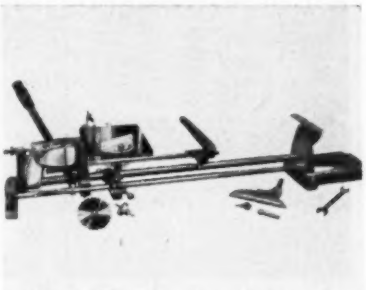
9:30 A.M. Hilton	GENERAL SESSION "How To Sell A House" Presiding: To be announced
10:00 A.M.	DISCUSSION GROUPS:
Sherman	1. FHA-VA Questions and Answers Leader: George Goodyear, Charlotte, N. C.
Hilton	2. Tax Savings and Tax Planning For Large Home Builders and Developers Leader: Franklin L. Burns
10:00 A.M. Sherman	NAHB Ladies Auxiliary Conference Presiding: Mrs. Lou Bettilyon
1:00 P.M.	Third Inspection Tour of Chicago Housing
2:00 P.M. Hilton	How To Sell A House Leader: To be announced
2:00 P.M.	DISCUSSION GROUPS:
Sherman	1. FHA-VA Questions and Answers (continued from A.M.) Leader: Fred W. Jackson
Hilton	2. Tax Savings and Tax Planning For Large Home Builders and Developers (continued from A.M.) Leader: To be announced
Sherman	3. Management Conference For Small Builders Leader: To be announced
Sherman	4. Better Ways to Process Loan Applications Leader: Frank A. Collins
Hilton	5. Prefabricated Houses—The Key to More Sales Leader: To be announced
3:00 P.M. Hilton	Press Conference With New NAHB President
6:45 P.M. Hilton	Annual Banquet

Thursday, January 21

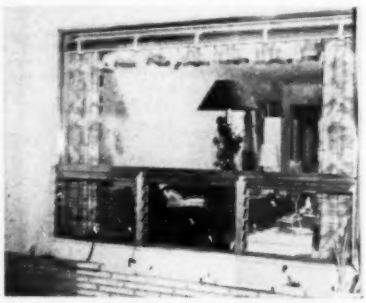
10:00 A.M. Hilton	GENERAL SESSION "How To Do It" Sideshow Barker: Earl Smith
10:00 A.M. Sherman	1. How To Use Dry Finishing Materials Insulation Board Institute 2. How To Apply Ceramic Tile—Adhesive Method The Tile Council 3. How To Apply Insulating Board Siding Insulation Siding Institute 4. How To Install Kitchen Cabinets Kitchen Cabinet Institute 5. How To Apply Asbestos Shingles—Roof and Sidewall Asbestos Shingle Institute 6. How To Use Copper Tubing—Water Supply and Drainage Copper and Brass Research Institute
2:00 P.M. Hilton	Questions and Answers on "How To Do It"



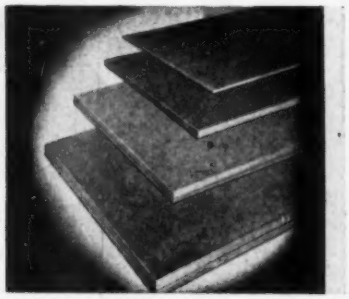
AB14025—HILTON—BOOTH NO. 1—AUTOMATIC IRONER—Kelvinator Division of Nash-Kelvinator Corp., Dept AB, 14250 Plymouth Road, Detroit 32, Mich. Deluxe ironer features goose-neck ironer head, two open usable ends, foot and knee control, to-and-fro finishing action. Thermostatic controls at either end of shoe are marked with proper heats for ironing different types of fabrics. Safety plate in front, at operator's lap level, serves as emergency shoe release to avoid scorching fabrics in event of power failure.



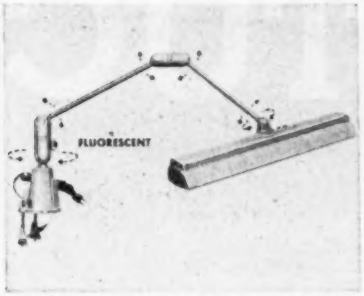
AB14207—HILTON—BOOTH NO. 258—HOME WORKSHOP—Cummins-Chicago Corp., Dept. AB, 4740 N. Ravenswood Ave., Chicago 40, Ill. This compact unit, occupying only 3½ square feet, combines seven power tools in one: a lathe, horizontal drill, bench saw, vertical drill press, shaper, disc sander and portable electric drill. Called the "Do-it Shop," it changes tools, changes position from horizontal to vertical in a few seconds. Unit is powered by industrial-type drill; capabilities for home woodcraft nearly unlimited.



AB14279—SHERMAN—BOOTH NO. 306—COMBINATION WINDOW—Denison Corp., Dept. AB, 1890 N.E. 146th St., N. Miami, Fla. Denison jalousie window, combined with a picture window, scoops up air and circulates it. Denison finds that under-the-picture-window application of jalousies is even more satisfactory than jalousies on the sides or above the picture window. Jalousies are fitted with a recessed screen which is interchangeable with weatherstripped storm sash which protects against any weather in any climate.

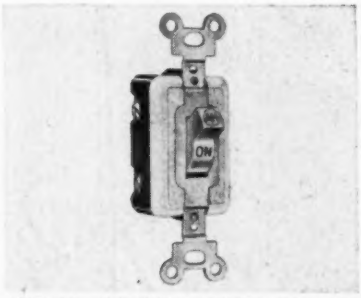


AB14334—HILTON—BOOTH NOS. 262-263—INSULATION BOARD—Barrett Division, Allied Chemical & Dye Corp., Dept. AB, 205 W. Wacker Drive, Chicago 6, Ill. Barrett insulation board is a quality insulating and structural material said to be capable of withstanding severe service and weather conditions. It possesses exceptional strength and insulating properties as well as smooth texture and high degree of uniformity. Material is light in weight and rapid to apply. Various types available.



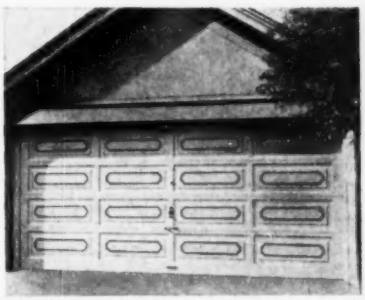
AB14346—HILTON—BOOTH NO. 244—ADJUSTABLE LIGHTS—Swivelier Co., Inc., Dept. AB, 43 34th St., Brooklyn 32, N. Y. "Dextra-Lites" are a new line of 17 universally adjustable incandescent and fluorescent lighting units designed for industrial and commercial applications. Featured on four models is the "Coolite" shade, of incandescent metal, which remains comfortable to touch after long use with 100-watt lamp. Exclusive Turn Tension Control enables user to select exact degree of rotating tension needed.

AB14348—HILTON—BOOTH NO. 298—GAS RANGE—Welbilt Stove Co., Inc., Dept. AB, Maspeth 78, Long Island, N. Y. Divided top, standard 36-inch, economy range has one giant and three standard size, non-clog, high speed top burners, roomy storage compartment with swing-out door, automatic oven heat control, no-smoke broiler, porcelain enamel finish throughout. Also offered is a new ¾-size, 30-inch model with similar features. Ranges all performance-tested before shipped from factory.

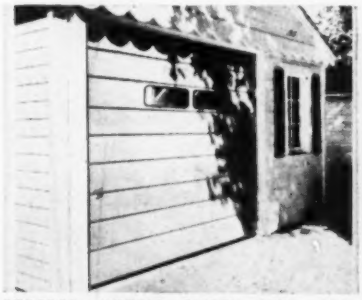


AB14354—SHERMAN—BOOTH NO. 444—WALL SWITCH—The Arrow-Hart & Hegeman Electric Co., Dept. AB, Laurel St., Hartford 6, Conn. Lifetime "Quiette" switch is a residential type, quiet-operating wall tumbler switch. It can be installed in any position and is stated to be the only quiet switch which is safe for use with both incandescent and fluorescent lights. Mechanism is fully enclosed in heavy Bakelite body. Silver alloy contact tips provide greater electrical efficiency and resistance to wear.

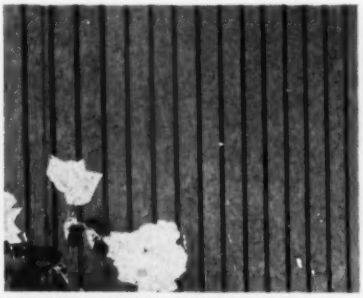
AB14069—HILTON—BOOTH NOS. 89 to 93; SHERMAN—BOOTH NO. 427—STEEL KITCHENS—Youngstown Kitchens (Mullins Mfg. Co.), Dept. AB, Warren, Ohio. New Diana-style kitchens and Diana Ensemble Sinks. Sinks in five models are used in combination with base units to create sink working area to give maximum storage and work surface in space as small as 39 inches. Cabinets include 24-inch base cutlery cabinet and new quarter-round wall what-not cabinet with door. Range covers from minimum kitchen to deluxe models.



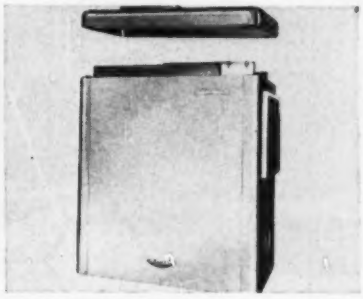
AB14213—SHERMAN—BOOTH NO. 465—GARAGE DOOR—McKee Door Co., Dept. AB, P.O. Box 471, Aurora, Ill. The McKee Overdoors are now furnished in a choice of several carved, raised panel designs, available for both approximately square and double width panels. Since architectural planning must now include the garage door for maximum effect, company designers felt that a selection of carved, raised panel designs would be beneficial in carrying out the desired decorative scheme.



AB14165—HILTON—BOOTH NOS. 131-132—STEEL GARAGE DOOR—Steel Door Corp., Dept. AB, 359 So. Jessie St., Pontiac, Mich. All-steel garage door can be installed by one man in less than 90 minutes. The door, known as the Berry All-Steel Garage Door, is equipped with 26 sound deadeners, auxiliary lifting arms, two stabilizing arms designed to end all side sway and a factory-installed locking mechanism. An easy-guide track latching mechanism, simple lift-spring tension adjustment, and adjustable track hanger help installation.



AB14138—HILTON—BOOTH NO. 37—PLYWOOD PANELING—Douglas Fir Plywood Assoc., Dept. AB, Tacoma Bldg., Tacoma 2, Wash. Texture One-Eleven is fir plywood bonded with 100 per cent waterproof glue. It combines high style and low cost in one panel. It is an easily-handled, stylized material manufactured in two sizes for use as siding in homes and commercial buildings, for gable ends, soffits, breezeway ceilings, fences and windscreens, special interior applications and accent walls. Material is ⅝-inch thick, 16⅜ and 32⅜ inches wide.



AB14284—HILTON—BOOTH NO. 269—AIR CONDITIONER—Lipman Refrigeration Division, Yates-American Machine Co., Dept. AB, Beloit, Wis. The Lipman convertible air conditioner is primarily designed for the home, with or without blower, but can be converted to commercial application merely by removing the duct top and slipping on a plenum top with a blower. Finished in Bermuda beige, the cabinet contains the complete air conditioning mechanism. Unit comes in 2-, 3-, 5- and 7½-ton sizes. Three-ton unit on display.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

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Only stucco—portland cement stucco—offers the wide adaptability for exterior finish that is required by today's dramatic design.

With stucco, striking effects can be obtained with large, plane surfaces. It can be molded economically to any shape. It can be adapted to any color requirement.

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It can be adapted to either modern or traditional architectural design. And, whether that design requires soft pastels, deep tones, brilliant whites or subdued grays, exacting color requirements can be met. The flexibility of stucco design is further demonstrated by the ingenuity with which architects, builders and craftsmen take advantage of the textures and contours which can be obtained economically in no other way.

In addition to its exceptional adaptability to design requirements, portland cement stucco reinforced with Keymesh is strong, durable, fire resistant, low in cost and requires little maintenance.

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The Keystone System of Stucco Application with Keymesh-reinforcing can be applied successfully to any home or business structure—new or modernized—in any locality and of any design. The Keystone System provides advantages in any climate. It costs less to apply than most other types of exterior finish—costs less to maintain.

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Keymesh, the easy-to-handle, multi-directional reinforcing lath, comes in 150' rolls, 3' and 4' wide in special wire gauges for stucco work. The open mesh design assures maximum embedment of the steel network for stronger stucco reinforcement. Write for details.

KEYSTONE STEEL & WIRE COMPANY

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See our CATALOG in SWEET'S FILE

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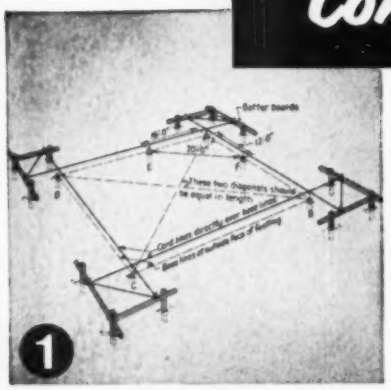
KEYSTONE WELDED WIRE FABRIC • KEYSTONE TIE WIRE
KEYSTONE NON-CLIMBABLE AND ORNAMENTAL FENCE

Here's how to build good *Concrete Footings*



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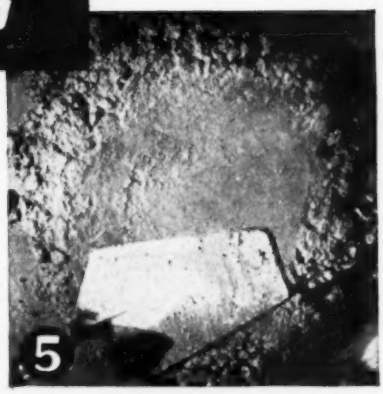


5

Your reputation as a builder depends upon how well your structures "stand up." Cracked walls, uneven floors and hard-to-open doors and windows often are the result of inadequate footings. An adequate concrete footing spreads the weight of a building over sufficient area to prevent uneven settlement. Here's how to build good concrete footings:

2

1 Use surveying instruments or "right triangle method" diagrammed here to stake out corners of building. Stretch cord square and true over edge of footing.

2 Dig trenches to a point below frost line. Level bottom to assure even bearing surface. If soil is firm, shape the sides to serve as form for the footing.

3 If the soil is sandy or wet dig trenches wider than footing. Stake in 1-in. boards to form the sides of the footing.

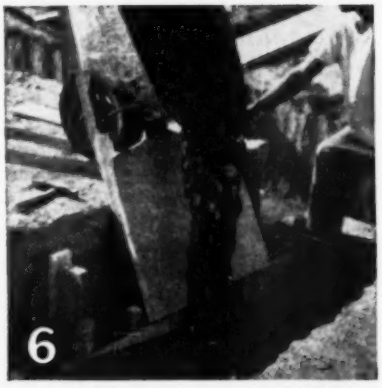
4 Width of footing depends upon the weight of the structure and qualities of the supporting soil. Normally the footing is twice as wide as the wall above it and as deep as the wall is wide.

5 Design a quality concrete mix. Proper proportioning results in a mix which, when lightly troweled, fills all spaces between aggregates with cement paste.

6 Transport mix in rubber-tired buggies or wheelbarrows to lessen the chance of segregation. Dump the mix into the forms from as low a height as possible.

7 To avoid honeycombing and to produce durable, strong concrete, spade or vibrate the mix enough to settle it and work it thoroughly against the forms.

8 The top of the footing must be level. Check this by placing a level on a board resting on the concrete. In freezing weather protect concrete with waterproof paper and a layer of straw.



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Write today for more information on concrete footings and walls. It is distributed free but only in U.S. and Canada. Address Dept. 1-3.

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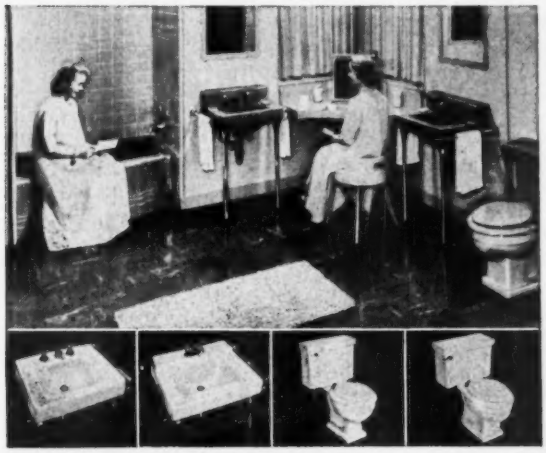
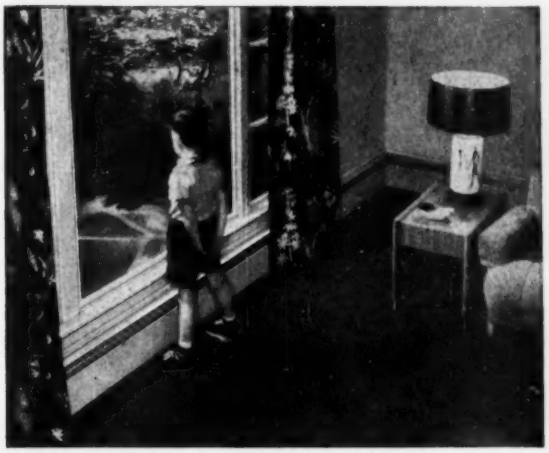
PRODUCT NEWS from AMERICAN-Standard

A review of products in the news and important features worth remembering



NEW-DESIGN PLUMBING FIXTURES. Styled to match the trim, horizontal lines of American-Standard cast iron bathtubs, new-design vitreous china lavatories and toilets are more beautiful and more convenient than ever. All embody the same top quality that your customers have come to expect from American-Standard.



HEATRIM PANELS. Specifically designed for forced circulation hot water heating, these baseboard heating panels provide convected warmth throughout each room. The panels take the place of regular wood baseboards, allow use of virtually all the floor area. Panels can be installed free standing or recessed.

AMERICAN-STANDARD DISPOSER. A work-saving partner for famous American-Standard sinks, this quiet-operating disposer is also ideal for modernization as it can be easily fitted in any sink with standard drain opening. Has reversible, double-edged shredders of rustproof chrome steel, and unique safety top control.

CONVERTIBLE KITCHEN CABINETS. American-Standard all-steel cabinets are the *only* kitchen cabinets with interchangeable drawers and shelves. You can install an economical package kitchen in the homes you build. By adding extra shelves and drawers to the cabinets at any time, buyers can create deluxe kitchens to fit their particular needs.

For further information on American-Standard products see Sweet's Light Construction File.

American-Standard PRODUCTS

AMERICAN-Standard

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• *Like Mr. Kesler's "Oldtimer" shown here, all Porter-Cable Saws are built to last years longer. Each is given a run-in test which checks the precision, assembly and fit of all parts. We guarantee every tool is free of mechanical or electrical defects.*

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Factory-Built HOMES

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jury names winners .....in home week contest.....

AMERICAN BUILDER'S third annual set of contests for home builders' associations and lumber dealers who promoted National Home Week and National Home Month in 1953 was judged in Chicago on November 13. The winners are listed in the accompanying table.

A strong collection of entries was well distributed geographically and demonstrated especially the power of the National Home Week idea to revive slowed-down markets for new houses. Taken as a whole, the entries also showed that National Home Week promotion, now in its sixth year, has reached a highly professional level of excellence. The going was tough for the eight judges, who included:

Dave Bareuther, real estate editor of the Associated Press, New York City; Everett B. Wilson, public relations director, National Retail Lumber Dealers Association, Washington, D. C.; Walton Onslow, public relations, Washington, D. C.; Sumner C. Rider of Rider & Keister, public relations, New York City; Robert H. Morris, executive officer of Ponderosa Pine Woodwork and formerly publisher of the *American Builder*, Chicago; Paul S. Van Auken, convention and exposition director for NAHB, Chicago; Philip J. Creden, public relations officer, Edward Hines Lumber Co., Chicago; and Roy V. Winters, president of the National Plan Service, Inc., Chicago.

The judges first considered entries from home builders' associations having more than 250 members. Out of a close-running field of ten entries, three leaders emerged —Washington, D. C., Houston and Hartford. The blue ribbon was finally awarded to Houston, with high commendation to Washington and Hartford for their outstanding campaigns. Excellent work was also done by the associations in Minneapolis, Milwaukee, Indianapolis, San Fernando Valley (Calif.), Columbus (Ohio) and Long Island (N.Y.).

Houston interpreted NHW through a presentation of 31 model houses in a one-street Parade of Homes. The association spent $32,600 on advertising. An admission of 25 cents was charged visitors, who were counted at a total of 152,000, or one-fourth of the city's population. Chairman of the Parade of Homes committee for the association was Paul H. Wolf. T. C. Brennan, Jr., is Houston's executive vice president.

Washington's campaign was undertaken as a morale-booster for the community and to offset the effects of a period of uncertainty and general insecurity among government workers, brought on by the change in administration in the federal government. Sixty-one subdivisions were included, and although there were fewer lookers than in other years, there were more buyers. Washington's campaign produced 172 sales, for $3,018,366. Visitors were counted at 62,000. Frank Calcara served as chairman of the NHW committee. James W. Pearson is executive vice president of the Washington association.

Hartford's approach to Home Week was thorough and thoughtful —a statesman-like program carried out on a small budget ($2,500). An 11-man committee, headed by Paul B. Isham, began planning in June for the September event. Their work

Winners In—

American Builder's 1953 National Home Week Contest

Group I	**HOUSTON HOME BUILDERS ASSOCIATION** Runners-up: Home Builders Association of Metropolitan Washington; Home Builders Association of Hartford County, Conn.
Group II	**BUILDERS ASSOCIATION OF SOUTH FLORIDA** Runners-up: Home Builders Association of Des Moines; Saint Paul Home Builders Association
Group III	**QUAD-CITY ASSOCIATION OF HOME BUILDERS (Davenport, Iowa)** Runner-up: Charlotte (N.C.) Home Builders Association
Group IV	**GRAND RAPIDS HOME BUILDERS ASSOCIATION**

American Builder's 1953 National Home Month Contest

Group I	**ANTRIM LUMBER COMPANY, Enid Oklahoma** Runner-up: F. D. McKendall Lumber Co., Providence, Rhode Island
Group II	**BAILEY LUMBER COMPANY, Bluefield, West Virginia**
Group IV	**NEW ATHENS LUMBER COMPANY, New Athens, Illinois**

Note: groupings in the NHW contest were on the basis of number of members, as classified by the National Association of Home Builders. Groupings in the NHM contest were on the basis of population of towns

R. H. Morris (left), Roy V. Winters and Sumner Rider

Walton Onslow, Everett Wilson and Paul Van Auken

bore fruit: 42 new houses were sold during Home Week and started the sales ball rolling again (it had all but stopped during the summer) so that in the weeks following the NHW campaign, builders were once more able to move a large number of houses. Builders prepared 58 houses valued at $1 million for display during the Week. There were 25,000 visitors. Clayton W. Johnson is executive director of the Hartford association.

Group II

The winner in this group (for associations with 101-250 members), the ***Builders Association of South Florida,*** conducted a metropolitan area promotion from headquarters in Miami. Chairman was Vincent J. DeMeo, who stimulated wide participation through a closely coordinated Industry Steering Committee representing all sides of the home building process. Fifty-one builders displayed 80 houses, and although the Week was plagued by rain, 297 houses were sold for a gross of $3,491,230. S. A. Dansyear sparks the association.

Des Moines, one of the two runners-up in this group, displayed 54 houses in a campaign which produced 90,000 visitors, 75 sales. This was Des Moines' third NHW celebration and extended to the central Iowa cities of Newton, Marshalltown and Ames. NHW chairman was E. V. McWilliams. The association's executive secretary is Wesley Day. Des Moines began its newspaper publicity as early as June 1st.

Saint Paul launched its Week with an official preview of the 20 demonstration houses by none other than *American Builder* Editor Ed Gavin, father of the National Home Week movement. The NHW committee, led by L. W. Bisanz, secured unusually close cooperation from the newspapers. A "first" in Saint Paul Home Week promotion was a series of exclusive interviews by one newspaper with each of the 15 builders who exhibited houses. St. Paul's budget for NHW was under $4,200, produced 143,000 visitors and 111 sales for $1,165,000. Executive officer of the association is Harold J. Moriarty.

Group III

The presentation of 21 model homes scattered through Davenport, Bettendorf, Rock Island and Moline won for the ***Quad-City Association of Home Builders*** the blue ribbon among associations with 50-100 members. With a budget of $5,500, four times what it was in 1952, Quad-City stimulated 84,176 visitors (four times more than last year) but did not emphasize sales, believing that the campaign's chief objective was to plant the seed of the home-buying impulse. Nevertheless, 16 lookers could not wait to become buyers later on, made their deals during the Week itself. Home Week was under the leadership of Harold

(Continued on page 96)

Sumner Rider with Philip Creden (center) and Robert H. Morris

Dave Bareuther

jury picks NHW winners

(*Continued from page* 95)

G. Rauch, the Parade of Homes chairman, and Harry Ryder, executive secretary of the association.

Charlotte, N. C., the runner-up in this group, is a newcomer to NHW promotion but certainly didn't show it. In a witty exhibit describing promotion of a parade of 14 homes well sited on a cul-de-sac, the association demonstrated solid evidence of super-salesmanship. Although the sixth and largest hurricane of the season—"Florence"—occurred during Home Week, Charlotte's Parade drew 17,000 visitors, produced nine sales, for $146,500. Proceeds from the admission charged visitors to the Parade were given to charity for underprivileged children. Chief figures in the Charlotte promotion were George S. Goodyear, president of the association, and Robert W. Barker, its executive secretary.

Group IV

Grand Rapids repeated its winning performance of last year in this group (for associations with less than 50 members). In addition to a home improvements contest, 65 houses were open for showing and drew about 35,000 visitors. Of the houses displayed, 50 were sold, average price being $14,000. The home improvements contest attracted 47 entrants. In observing National Home Week, the Grand Rapids Home Builders Association joins hands with nine other associations in the field, in an organization called Allied Construction and Real Estate Council.

Among Lumber Dealer Winners

The outstanding campaign in the lumber dealers' contest as a whole was organized by C. I. Cheyney, president of the ***Bailey Lumber Company,*** of Bluefield, West Virginia, winner of the Group II class (for dealers in towns with population between 10,000 and 35,000).

Cheyney's program was a model for any organization anywhere inferested in exploring the deepest aspects of the National Home Week potential. NHW in Bluefield reached into every corner of community life and was supported not only by business and civic groups but by PTA's, schools, garden clubs, churches. Several hundred leaders in community life were, in one way or another, drawn into service for National Home Week.

As for the tangible and immediate results which accrued to the Bailey Lumber Company, these were valuable and important: many visitors to the company's eight plants; 1,004 different orders were written up and delivered during the Week; special advertising was done on heating plants and 36 complete heating units were sold; many new home building and remodeling prospects were interviewed; sales were closed on material for seven new houses; total business for the month (September) was greater than for the same month in 1952 in spite of a general business decline in the area.

Antrim Lumber Company of Enid, Oklahoma, winner in Group I, based its National Home Month program on two contests with cash prizes. One featured 21 different kinds of wood set up as a window display, the entrant being asked to identify each kind. The other contest was an essay effort on the theme of why everyone should own their own home. A. P. Morgan is Antrim's manager.

The ***F. D. McKendall Lumber Company*** campaign for National Home Month in Providence, Rhode Island, featured special window displays and constant advertising. Term buying was stressed in each ad and remodeling was a central theme. Sales for the month increased 25 per cent.

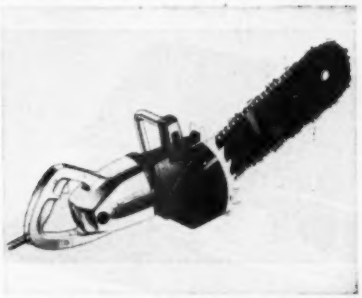
The ***New Athens Lumber Company*** in New Athens, Illinois, winner in the less-than-2,500 population group, built a display house for National Home Month and showed it furnished. Design was contemporary, an unusual departure for the area. Radio publicity drew 2,500 visitors from beyond the township. The total number of visitors to the house was 4,000. As a result of this promotion, the company sold two built-in stove units, one sliding glass door unit, ten Novaply sliding door closets, four Veniflex doors and one complete kitchen remodeling job.

AB14277—SHERMAN—BOOTH NOS. 424-425—CHIMNEY FLUE—Chimney Sales Corp., Dept. AB, P.O. Box 146, Fredericksburg, Va. New Thulman prefabricated chimney, streamlined for better appearance, has 7-inch diameter flue capacity (formerly 6-inch). Its housing is open both to the attic and the outdoors, thus it ventilates the attic at its warmest part and increases the effectiveness of conventional louvered vents. Chimney is easily installed by one man; complete instructions with diagrams included in package.

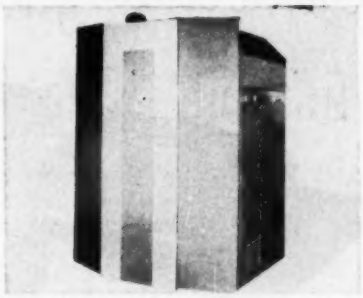
AB14012—HILTON—BOOTH NO. 15—STEEL KITCHENS—Harrison Steel Cabinet Co., Dept. AB, 4718 W. Fifth Ave., Chicago 44, Ill. Steel kitchen cabinets with finishes similar to natural woods are suited for installations where decorator appeal calls for wood finishes while retaining strength and durability of steel. Wood-grained finishes are processed by manual application. Line is available for standard and custom installations. Cabinet styles include custom sink, range and refrigerator centers, mixer cabinets, etc.

AB14158—HILTON—BOOTH NO. 10—GARAGE DOOR—Stamping Products & Mfg. Co., Dept. AB, 6500 Mack Ave., Detroit 7, Mich. The Glide-Away Door is electro-static painted on both sides. It is processed with a corrosion inhibiting phosphating chemical treatment to bond paint to metal resulting in an enduring paint job. The paint used is a rust-inhibiting primer that is baked on and of neutral color, ready for the finish color of the owner's choice. Doors are made of hi-tensile steel. Face sheets are 22-gauge. All moving parts are cadmium plated.

AB14337—HILTON—BOOTH NOS. 49, 50; 52—ELECTRIC RANGE—Hotpoint Co., Dept. AB, 5600 W. Taylor St., Chicago 44, Ill. Newest Hotpoint range to be offered for 1954 is the top deluxe lighted pushbutton model. Features include new plug-in surface griddle, said to be the largest on the domestic market, with 170 square inches of usable cooking surface, adjustable surface fry unit, new broil unit (removable for easier cleaning), timed appliance outlets, two storage drawers, two-speed electric multiple chime.



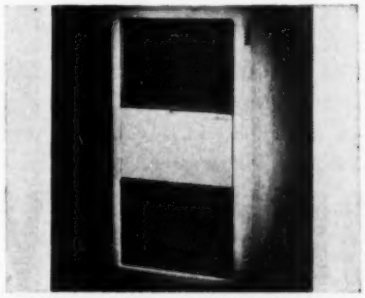
AB14149—HILTON—BOOTH NO. 12—CHAIN SAW—Porter-Cable Machine Co., Dept. AB, 1010 N. Salina St., Syracuse 8, N. Y. Model 110 is a one-man saw suitable for topping, notching and felling large trees, for limbing, flush-cutting or under-cutting main branches and for bucking logs and heavy lumber. Unit features exclusive design of log-gripping teeth which hold saw against work, enabling machine to feed itself, eliminating need to push saw into the wood. Unit weighs 18 pounds; measures 29½x6½x9¼ inches.



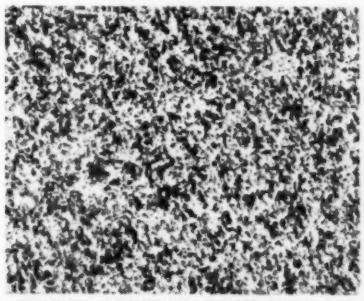
AB14349—HILTON—BOOTH NOS. 185 to 188—AIR CONDITIONER—Servel, Inc., Dept. AB, Evansville 20, Ind. This new Model DC has a cooling capacity of 3.3 tons and a heating capacity of 96,000 Btu's per hour. Fuel may be gas, oil or steam. Unit designed for medium-sized homes and small commercial installations. Features automatic humidification in winter and, on gas models, two-step modulation of heating. Unit is controlled by device which allows remote selection of functions, including automatic temperature control.

AB14253—HILTON—BOOTH NO. 180—SWING-IN WINDOW—The Etling Window (Weather-Seal, Inc.), Dept. AB, 24 Huston St., Barberton, Ohio. New model of the in-swinging, easily cleaned Etling Window incorporates seven improvements: choice of Ponderosa pine or California redwood; revised model sizes to fit modular openings; sash rails to increase glass area; redesigned locking strip with weather stripping; one-piece jamb assembly and tongue-and-groove construction; built-in mullions in multiples; outside casing design.

AB14223—SHERMAN—BOOTH NOS. 417-418—BATHROOM CABINET—Standard Building Products Co., Dept. AB, 621 McDonald Ave., Brooklyn 18, N. Y. New Model 17 "Twin-Slide" cabinet retains all quality features in the line. It should prove a favorite with builders of prefab units, developments and low-to-moderate price homes. Cabinet is provided with plate glass mirrors, chromium plated frame, quality steel construction and exclusive, nearly silent opening and closing of cabinet doors, unique feature of this manufacturer.



AB14266—HILTON—BOOTH NO. 39—GAS HOME HEATER—Stewart-Warner Corp., U. S. Machine Division, Dept. AB, Lebanon, Ind. This furnace fits snugly in the wall and offers thermostatically controlled central heating. It contains multiple heat-emitting surfaces, plus continuous fan operation except when fire is at a low point. All working parts are accessible by removing the front grille. Btu output per hour with oil is 52,600. A manual switch permits use of fan for summer comfort. Casing is 20½x24x50¾ inches.



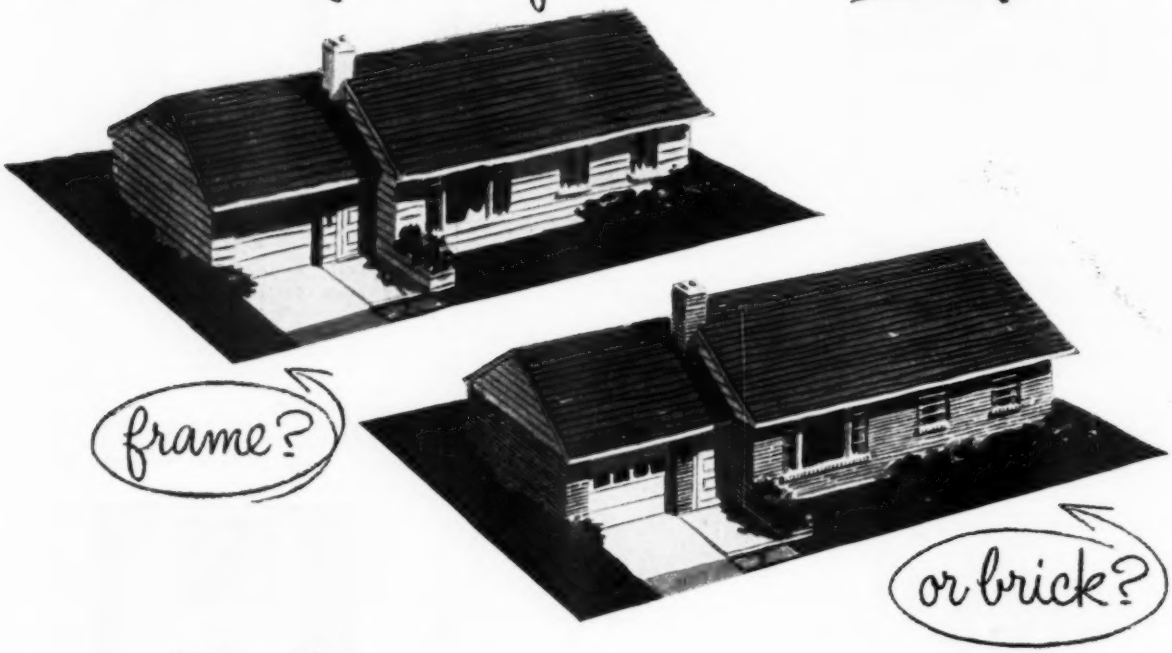
AB14172—SHERMAN—BOOTH NOS. 334-335—MULTICOLORED ENAMEL—Maas & Waldstein Co., Dept. AB, 2121 McCarter Highway, Newark, N. J. Plextone is a new one-coat, color-flecked, textured interior enamel applied in a single application with ordinary spray equipment. Two or more colors hold their own identity in liquid state, form interlacing color network when sprayed. Manufacturers of Plextone say it can be scrubbed, scoured with abrasive cleaners, even lightly sandpapered. One spray coat covers well and dries quickly.

AB14218—HILTON—BOOTH NO. 20—WEATHERPROOF PANEL—The Upson Co., Dept. AB, Lockport, N. Y. Six-ply, laminated fiber panels are water- and weatherproofed to withstand outdoor use either as siding or sheathing. Four-foot widths come in 8, 9, 10 and 12 foot lengths and the eight-foot-wide panel in 12, 14, 16 and 18 foot lengths. Panels are tough, sturdy and ⅜-inch thick; they are toxic-treated to resist mold, fungi and termites. They meet FHA minimum construction requirements when used for sheathing. Have wide usage.

AB14205—HILTON—BOOTH NO. 130—WASTE DISPOSER—In-Sink-Erator Manufacturing Co., Dept. AB, 1231 14th St., Racine, Wis. The Model 33, shown, has been developed expressly for use by the building industry for new installations. The unit installs quickly and economically at the time original plumbing goes in. The disposal unit is provided with an automatic reversing rotor-shredder; it has continuous feed and unlimited capacity. Dynamic balance gives the unit quiet operation. Only one moving part assures longer service.

◆ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

Which could you sell quicker at the same price?



profit by SCR brick® thru-the-wall economy

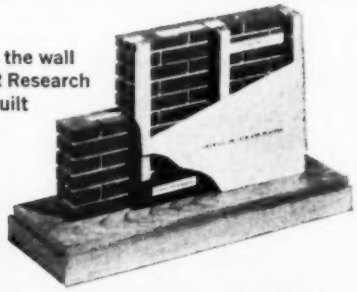
PAT. PENDING

"That's easy," you'll say, "most people will choose brick—if the price is right."

Well, why not give them what they want? Build with "SCR brick"—the thru-the-wall unit that makes brick wall costs about equal to frame costs.

• Proved by builders from coast-to-coast. • Saves time, labor and materials. • Gives all-climate protection. • Offers brick's extra value and beauty—at no extra cost.

Here's the wall that SCR Research built



VALUABLE SALES AID... Your "SCR brick" dealer can show you how to use this scale model of thru-the-wall construction as a helpful selling tool.

USEFUL CONSTRUCTION DETAILS... Free booklet "How to Build Homes that Sell with the 'SCR brick'" gives full construction details. To get one, just write us on your own letterhead. Address: Dept. AB-1.

SCPI

STRUCTURAL CLAY PRODUCTS INSTITUTE

1520 18th Street, N. W., Washington 6, D. C.

Builders Everywhere Agree . . .

AIR CONDITIONING "BUILT-IN" can be your biggest selling aid in 1954

SOLD

SOLD

SOLD

SOLD

SOLD

SOLD

Here are the facts which explain why it will pay you more to build in

CHRYSLER AIRTEMP AIR-COOLED AIR CONDITIONING

Everything points to the fact that air conditioning built into new homes can be your greatest selling help in 1954. But—make it Chrysler Airtemp *Air-Cooled* Air Conditioning to gain all of these plus advantages . . .

- *Air-Cooled* "Packaged" and "Custom" units can be teamed with a Chrysler Airtemp Furnace, in a variety of recommended installations, to provide efficient, economical Year 'Round Air Conditioning in any type of house—without using a single inch of living area floor space!
- Because Chrysler Airtemp *Air-Cooled* Air Conditioners offer such flexibility of installation and because they require no plumbing, they cost you less to install.
- Because Chrysler Airtemp *Air-Cooled* Air Conditioners use no water, they make Year 'Round Air Conditioning practical in locations where water problems would otherwise rule it out. And air cooling generally means lower operating cost for your customers!

Already proven in new home installations across the country, *Air-Cooled* Air Conditioners supplement the line of Chrysler Airtemp water-cooled units. Whichever type you choose, you will find that your prospects know and respect the Chrysler Airtemp name—associate it with engineering leadership—have confidence in the products which carry it.

Comfort Zone

Guaranteed by Good Housekeeping

Chrysler Airtemp

HEATING • AIR CONDITIONING
for HOMES, BUSINESS, INDUSTRY

Airtemp Division of Chrysler Corporation, Dayton 1, Ohio

Airtemp Division, Chrysler Corporation AB-1-54
P. O. Box 1037, Dayton 1, Ohio

Please send complete details on Chrysler Airtemp Comfort Zone Air Conditioning for homes.

Name _____

Address _____

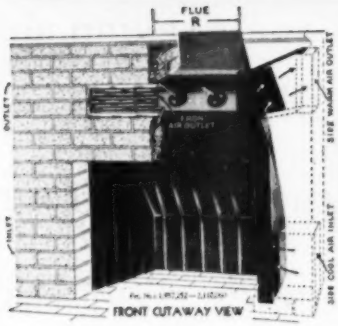
City _____ Zone _____ State _____

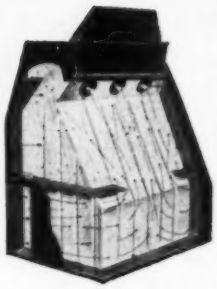
THE TRULY MODERN HOME MUST BE AIR CONDITIONED

for fireplaces with more heat delivery and durability, SELL

HEATFORMS* and *Superior* FORM DAMPERS

• send for complete information today





HEATFORM MODEL "A"

Shown at left above with part of masonry cutaway; at right above (rear and side view) with outer lining removed. Arrows demonstrate air circulation through heating chambers and contact of air to all heating surfaces.

HEATFORM is a double-walled metal unit (hearth to flue) around which anyone can easily build the masonry to complete a fireplace of any design. Its air chambers capture and circulate through the home a large amount of heat lost up the chimney by the old-fashioned fireplace.

HEATFORM adds but little to the total cost of the finished fireplace. It consists of the firebox, throat, smoke-dome and properly located damper, and thus saves labor and material.

HEATFORM has all the good qualities of any other heat circulating unit, PLUS the following exclusive advantages:

- ribs individually formed into the boiler plate metal of the firebox give much greater strength than flat metal as well as being more attractive.
- nothing to rust out . . . all metal parts beneath the chimney sealed in masonry.
- more heat delivery because air chambers surround the firebox and upper front and side walls of the throat, adding extra heating surface.
- connecting air passages at each end of and through the throat eliminate dead-air pockets, assuring contact of air to all heating surfaces and greater air circulation.

• • •

HEATFORM Model "S" (at left) for the modern corner fireplace with right or left side open. Has all the features of Model "A", plus greater view of the fire. Model "M" (not shown) has the front and both sides open.

Special lintel angle bars and corner posts available for "S" and "M". Custom-built drape screens available for all models and sizes.

SUPERIOR FORM DAMPERS

These dampers are especially designed for use where the extra heat produced by HEATFORM is NOT a prime factor, but to avoid smoke troubles primarily due to faulty construction of the throat . . . the most important part of the fireplace.

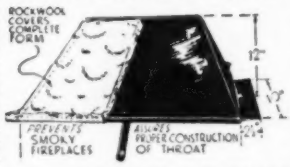
The damper is pivoted at the proper point and swings backward to an open position, but never beneath the chimney flue. This prevents downdraft wind currents from entering the throat, assuring a perfect draft.

SUPERIOR FORM DAMPERS save more than HALF THEIR COST in labor . . . no forms to build, bricks to cut, or throat to plaster.

SUPERIOR FORM DAMPER

(Model "L")

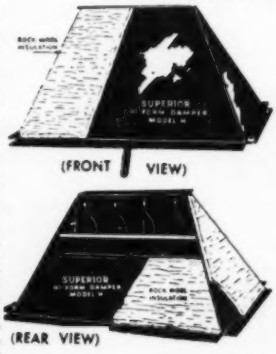
—for the conventional fireplace

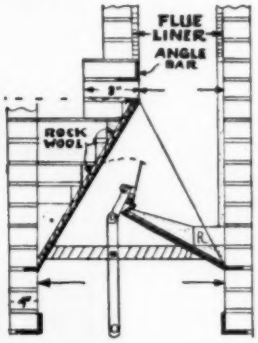


The form and all parts of the Superior Form Damper are constructed of heavy plate steel for lifetime service. No brittle cast-iron parts to break in shipping, handling or usage. The use of the blanket of rockwool, provided with each unit, is the only proven method of absorbing expansion of metal to prevent cracking of masonry.

SUPERIOR HI-FORM DAMPER MODEL "H"

—for the modern fireplace





SUPERIOR HI-FORM Model "H" Damper is especially designed for modern fireplaces using a single smoke flue; such as a fireplace with the front and one or more sides open or, a fireplace opening through between two rooms (see section cut above). Superior Hi-Form is the only design damper we can conscientiously recommend for the modern fireplace.

SUPERIOR FORM DAMPERS have been standard specification by the Building Profession for the past 30 years in the West and are now available through distributors and dealers throughout the entire country.

DEPT. AB 541
1708 E. 15th St.
LOS ANGELES 21, CALIF.

**HEATFORM is the registered trade mark of Superior Fireplace Company.*

SUPERIOR FIREPLACE CO.

DEPT. AB 541
601 North Point Road
BALTIMORE 6, MARYLAND

OUR EAST AND WEST COAST FACTORIES MAKE THIS MERCHANDISE QUICKLY AVAILABLE THROUGH BUILDING SUPPLY AND LUMBER DEALERS EVERYWHERE

PIONEER DESIGNERS AND MANUFACTURERS OF THE MOST EFFICIENT AND DURABLE LINE OF HEAT CIRCULATING FIREPLACE UNITS AND FORM DAMPERS

CLEARS AND LOADS RUBBLE from old buildings. The Allis-Chalmers HD-5G shown here pulls down building walls by means of a cable threaded through doorways and windows, then loads debris to trucks.

PREPARES RAW LAND. An HD-5G with standard bucket or bulldozer blade clears brush and trees, levels, moves big rocks, fills gullies — converts raw land into desirable tracts.

DIGS FOOTINGS, TRENCHES with quick-change trench-hoe attachment. Cuts narrow, flat-bottom ditch to depth of eight feet. Does precision work on footings, utility trenches, any small excavation.

LET A DEMONSTRATION PROVE TO YOU...

How ONE machine cuts costs on ALL these jobs

Allis-Chalmers HD-5G 1-yd. Tractor Shovel speeds and cuts costs on every phase of construction — from preparing raw land to final landscaping.

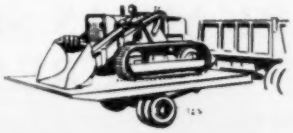
EXCAVATES BASEMENTS with sides so straight and bottoms so level no hand-work is required. Works in any weather. Ripper on rear of tractor increases digging efficiency up to one-third in any kind of soil.

MOVES, LOADS, SPOTS MATERIALS. Efficiently handles bulk materials with bucket. Lifts, loads, stacks or skids lumber, pipe, pallet, etc. with lift fork. Easily works over rough or muddy ground.

LEVELS, BACKFILLS, LANDSCAPES — using either blade or bucket. The thousands of satisfied HD-5G owners find many other jobs for the multi-purpose, job-proved unit.

SEE FOR YOURSELF — Let your dealer show you how the 1-yd. HD-5G or other 2, 3, or 4-yd. Allis-Chalmers Tractor Shovels can speed every phase of construction — or send for literature giving complete information.

EASILY TRANSPORTED job-to-job on truck or trailer — only 6 ft. 6½ in. wide.



ALLIS-CHALMERS
TRACTOR DIVISION — MILWAUKEE 1, U. S. A.

"You Can't Go Wrong on *Arkansas Soft Pine Trim!*

"Look at this. Built 25 years ago. Every time we redecorate, it's like *new* woodwork. Never opens up at miters or joints. Never a sign of raised grain. No checking or discoloration of paint or enamel. Always looks *tops*, as you see it here."

Reasons behind this owner's enthusiasm are these: Stock is dried to correct moisture content. Miters cut clean. Moulded contours match exactly and stay put. Resilient fiber nails without splitting. No pitch means soft texture that absorbs primer, paint or enamel evenly with no discoloration later on. No "pull" between summer and winter growth means no raised grain. Smooth finished surface *stays* smooth.

As mellow pine paneling, the wood's attractive figure and grain supply rare decorative beauty under transparent finishes and dull wax.

On *your* next job, it will pay you well to specify Arkansas Soft Pine Satin-like Interior Trim. It meets specification safeguards, enhances your own workmanship, wins sure-fire owner enthusiasm, steps up home sales appeal.

Promptly available through your lumber dealer in standard 8000 Series patterns; special panel designs. For data on how to specify, trim and paneling details, finishing instructions, illustrated grades, etc., write for your copy of this Free Handbook.

ARKANSAS SOFT PINE BUREAU

154 Boyle Building • Little Rock, Arkansas

SATIN-LIKE ARKANSAS SOFT PINE TRADE MARK INTERIOR TRIM

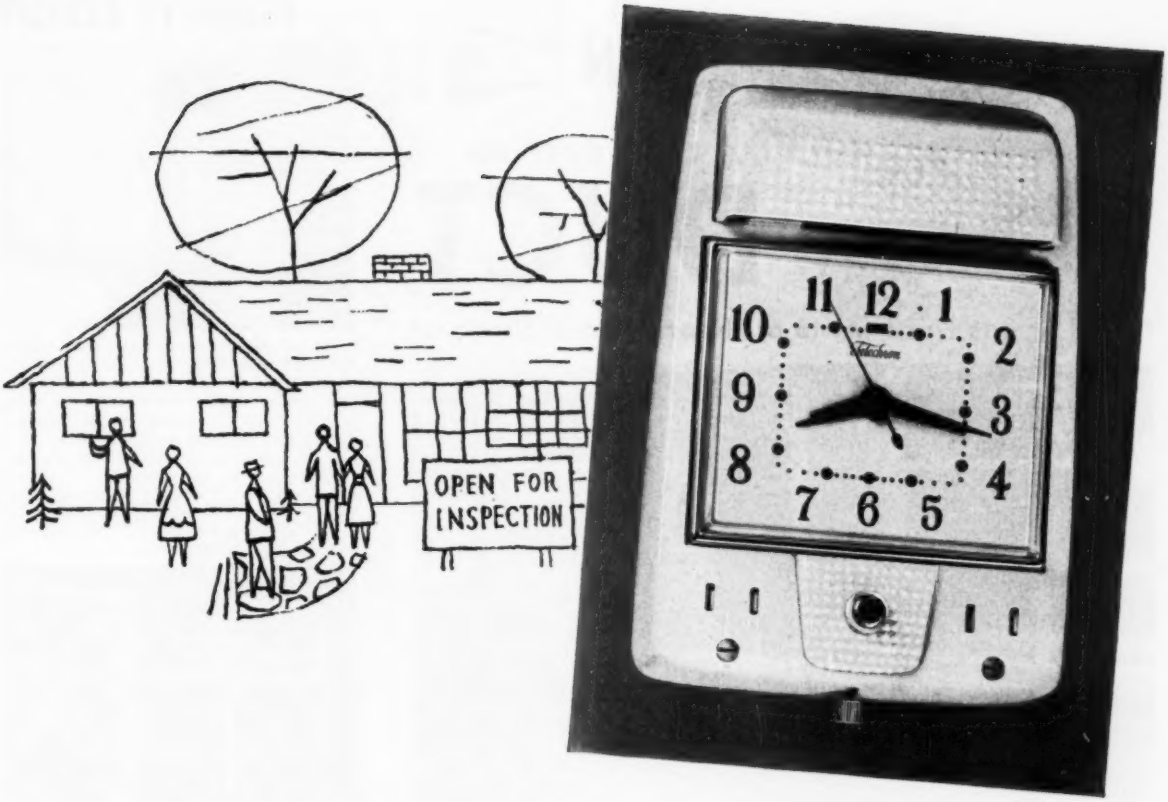
....PRODUCTS EXHIBIT

AB14145—SHERMAN—BOOTH NO. 355—GARBAGE DISPOSER—National Rubber Machinery Co., Dept. AB, Akron 8, Ohio. The new National 535 food waste disposer introduces a basically new design in grinding elements which grind, shred, and micro-size all food wastes to uniform, minute particles. Even such "impossible" wastes as uncooked bones, corn husks and pea pods are easily handled. Described as virtually "jam-proof," the new unit is powered by a rugged 1/3 h.p. motor directly connected to the one-piece impeller.

AB14130—SHERMAN—BOOTH NOS. 345-346—STEEL CROSS MEMBER—Symons Clamp and Mfg. Co., Dept. AB, 4249 Diversey Ave., Chicago 39, Ill. Steel cross-member for wood, concrete forms is made of 12-gauge steel shaped to support plywood facings on panels. It is applied to plywood with split rivets and fastened to 2x4's at the ends with drive screws. Its use in 2x4-, 2x6- and 2x8-foot panels permits ties to be placed every 12 inches vertically if the load requires extra ties. Cross members brace the entire width of panel.

AB14217—HILTON—BOOTH NO. 64—WATERPROOFING COMPOUND—Prima Products, Inc., Dept. AB, 10 E. 40th St., New York 16, N. Y. This product, called Silitex SF, contains silicones plus metallic compounds. When mixed with water and applied according to instructions, a coating results that fills the microscopic pores of masonry to which it is applied and seals out seepage and dampness. An added result of shedding water with minimum of absorption is obtained, due to the contents of the silicone formula of the product.

♦ ***USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237***



BUILD IT IN—IT HELPS YOU SELL

KITCHENS. Tells time. Handy outlets for kitchen appliances. Housewives will love it.

BATHROOMS. Just what every busy man, woman or child wants. Serves as clock and night lamp. Two electrical outlets for shaver, hair drier, etc.

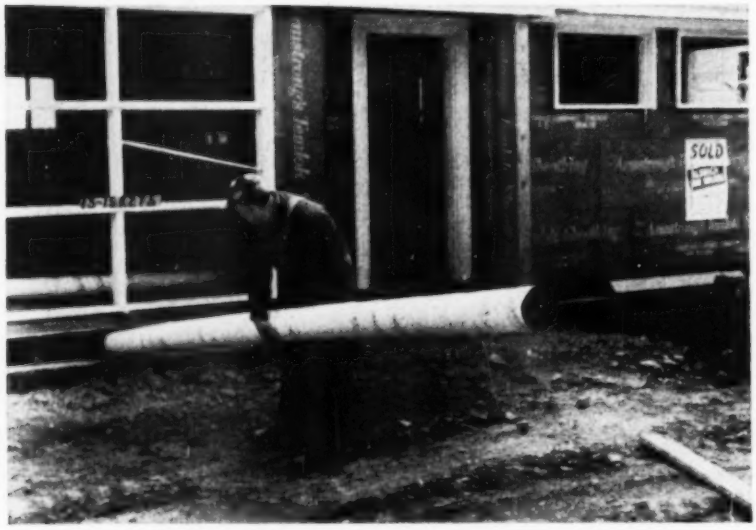
ELECTRIC CLOCK, NIGHT LAMP, 2 ELECTRIC OUTLETS. ALL IN ONE UNIT

Neat, trim TEL-IN-WALL is the low-cost feature to help sell new homes. Goes right in wall. No cord shows. Gives modern, uncluttered look. Ideal for kitchens and bathrooms . . . game rooms, bedrooms and utility rooms . . . *also designed for apartments, hospitals, hotels, motels and trailer coaches.* Easy to install. Fits over standard 4" outlet box, GE SP52151 or equivalent. Only six screws to fasten. Movement recesses into wall. Order through your electrical supply or hardware house. Telechron Department, General Electric Co., 11 Union St., Ashland, Mass.

Telechron
MARK OF TIMING LEADERSHIP

See this Revolutionary NEW COST-CUTTING DUCT

for oil or gas fired warm air heating installations!



ABOVE—A 14 foot long SONOAIRDUCT-XP being delivered to crawl space for installation.

SONOAIRDUCT® XP

PAT. APP. FOR

FIBRE DUCT

The big switch is to economical SONO-AIRDUCT-XP! Here is light weight, easy-to-handle duct that saves time, labor and money. Designed for use in crawl, basement and attic space as supply or return lines. Widely used and approved.

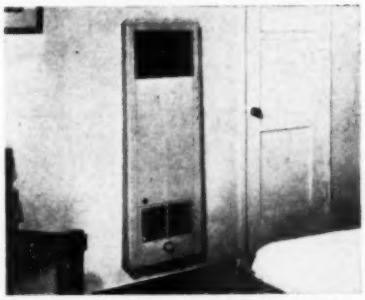
SONOAIRDUCT-XP, lined with aluminum foil and wrapped outside with 16-lb. asbestos, has "built-in insulation" equivalent to 26 gauge metal duct with half inch glass fibre insulation! 27 sizes, 2" to 36" I.D., up to 24' or longer.

CONRAD HILTON HOTEL
BOOTH 247

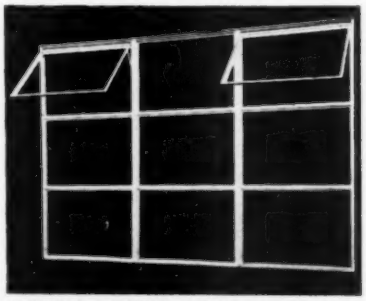
See us in Chicago—or write direct!

SONOCO PRODUCTS COMPANY
Construction Products Division
LOS ANGELES, CAL. — HARTSVILLE, S. C. — MAIN PLANT — MONTCLAIR, N. J.
OAKWOOD, N. J. — BRANTFORD, ONT. — AKRON, IND.

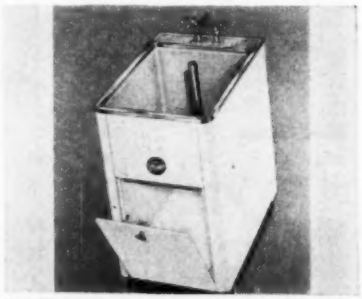
....PRODUCTS EXHIBIT



AB14142—HILTON—BOOTH NO. 232—RECESSED HEATER—Holly Manufacturing Co., Dept. AB, 875 So. Arroyo Parkway, Pasadena 2, Calif. NarroWall gas heater with secondary heat exchanger is approved for installation in any standard 2x4 inch wall covered with lath and plaster or other combustible materials. Heat Exchanger actually saves four feet of flue material, and aids in maintaining high efficiency under installed conditions. Exchanger is installed in one simple operation in a 2x4 wall and between 16-inch center studs.



AB14204—HILTON—BOOTH NOS. 194-195—AWNING WINDOW—Ware Laboratories, Inc., Dept. AB, P.O. Box 37, Riverside Station, Miami, Fla. Versatility of sizes and venting arrangements is featured in this series of nine standard Econ-O-Wall sizes. Position of vents may be selected by customer, giving added sales appeal to window. Standard Thermopane or equal fits all size lights. Positive locking, awning protection and underscreen operator are among advantages. Use of smaller sizes as prime windows suggested.

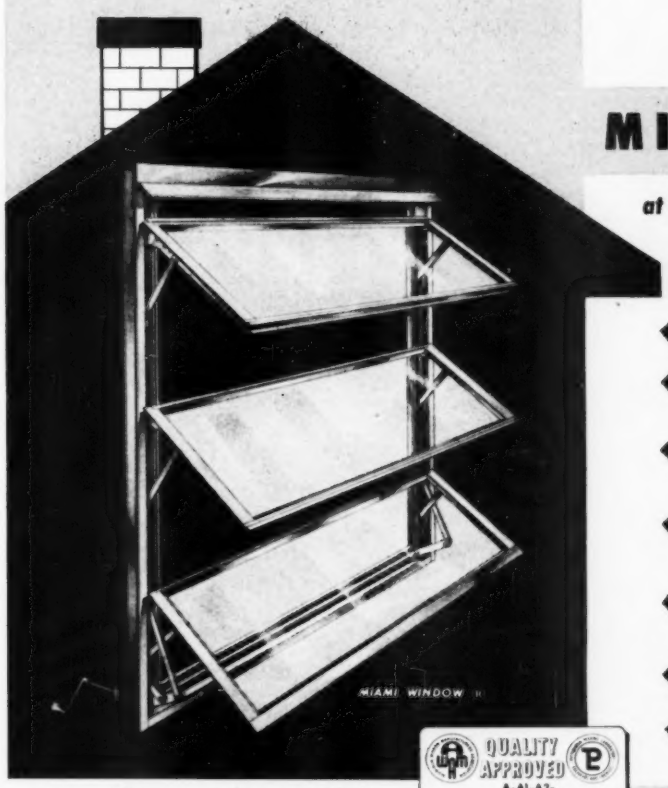


AB14147—SHERMAN—BOOTH NO. 308—LAUNDRY TUB—The Wessels Co., Dept. AB, Detroit, Mich. New "Wesglas" tub, only 19¼ inches wide, is made of rugged fibreglass which will not crack or mar, housed in a white enamel steel cabinet. It has a front door in cabinet allowing plumbing installations to be made with ease. Unit also has stainless steel top rim with soap dishes. Tub replaces a two-unit laundry tub because of special overflow pipe available as optional equipment. Tub also has hidden-base levelling screws.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

at the NAHB Exposition SEE...

America's Newest, Brightest Line of All-Aluminum Awning-Type Windows!



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CHECK THESE FEATURES

- ✔ HEAVY-DUTY, EXTRUDED ALUMINUM CONSTRUCTION
- ✔ ACID-ETCHED AND LACQUER SPRAYED AT NO EXTRA COST
- ✔ SPECIAL MIAMI WINDOW TORQUE SHAFT transmits power evenly from operator to vent pivot points. This makes for smooth, balanced, trouble-free operation.
- ✔ CAREFULLY WEATHERSTRIPPED ALONG ENTIRE INNER PERIMETER OF FRAME
- ✔ TROPIGLAS TINTED PLASTIC LITES (OPTIONAL)—Shuts out heat and glare and transmits soft, diffused light (perfect for institutional jobs).
- ✔ FLEXIBLE SIZE SCHEDULE—Made to fit any size opening up to 6'2" wide and to any height.
- ✔ LOW UNIT COST

Patents Pending on New Series "54" Window

QUALITY APPROVED A-A1-A2

If you won't be at the National Association of Home Builders' Exposition, be sure to write, wire or phone Miami Window Corporation, Dept. AB-1, Miami, Florida. Full details and big, colorful, new 1954 catalog are available to you upon request.

For further information, see Sweet's Architectural File $\frac{16a}{Mi}$—or write, wire or phone Dept. AB-1.

SEE OUR CATALOG IN SWEET'S FILE

MIAMI WINDOW CORPORATION

5200 N. W. 37th AVENUE • MIAMI, FLORIDA

Miami Window Corporation of Mississippi, Key Field, Meridian, Miss.

Miami Window Corporation of Panama, Box 923, Panama, R. P.

FILL OUT AND MAIL!

Miami Window Corp.—Dept. AB-1
5200 N.W. 37th Ave., Miami 42, Fla.
Gentlemen: Please rush full information about the All-Aluminum MIAMI WINDOW. Thank you.
Check one: ☐ *Builder* ☐ *Distributor* ☐ *Dealer*
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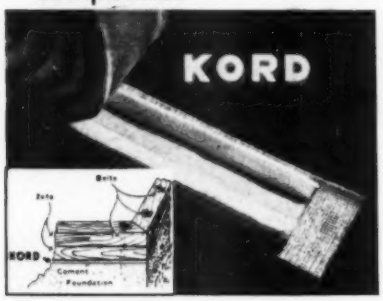
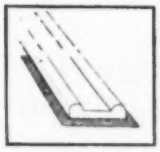
Address.....
City.....Zone.....State.....

THE MODERN SOLUTION TO AN OLD PROBLEM

• • • **KORD** Extruded Prefabricated Caulking Compound.



A modern technical development reducing wastes and labor costs.



NO. 1

Channel type KORD . . used as sketched on sill gaskets . . between concrete and wood.

NO. 101

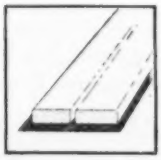
Ribbon type — used between steel plates . . permits expansion and contraction.

NO. 5

Four strip KORD — for stone setting . . weatherproofing joints. Also eight strip No. 501.

NO. 102

To set sealed window units and steel casings.



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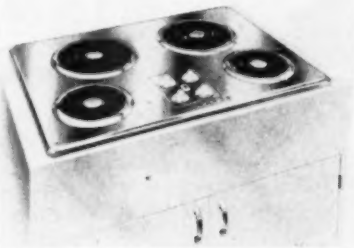
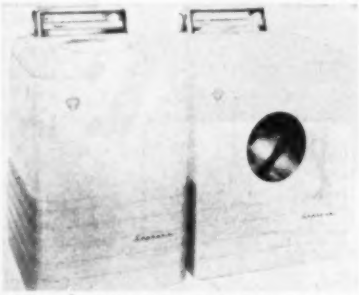
STERLING PAINT & VARNISH CO.
300 Commercial St. Malden, Mass.

....PRODUCTS EXHIBIT

AB14144—HILTON—BOOTH NO. 104—SLIDING DOOR FRAME—Kennatrack Corp., Dept. AB, Elkhart, Ind. The new Kennaframe prefabricated sliding door frame, of rigid steel construction, makes the entire assembly warp proof while the three-way adjustments make it easy, sure and quick for anyone to install. Kennaframe will take any type wall construction with ease. Two models in all standard 1⅜- and 1¾-inch door widths offer the price and size selection builders want. Trouble free pocket installations cost no more.



AB14216—SHERMAN—BOOTH NOS. 378-379—COOKING TOP—Thermador Electrical Mfg. Co., Dept. AB, 5119 District Blvd., Los Angeles 22, Calif. Two new cooking tops, both 30 inches long by 21¾ inches wide, are designed for maximum facilities within limited areas. Durable, stainless steel tops are available with two arrangements: with three surface units and a deep-well cooker, or with four surface units. Company now offers expanded line of seven cooking tops, two ovens, warming drawer and griddle for all kitchen sizes.



AB14004—SHERMAN—BOOTH NOS. 381-382—WASHER AND DRYER—Apex Rotarex Corp., Dept. AB, 1070 E. 152nd St., Cleveland 10, Ohio. Both units are electric-powered; automatic washer has spiral tub-type agitator of molded fiber glass construction. Pulsating action washes all types of clothes, reduces tangling to a minimum. Complete cycle takes 27½ minutes for wash, triple rinse, damp dry and exclusive "fluff" action. Vacuum drying system and tumbling action of automatic dryer assure thorough drying results. Ozone lamp assures freshness.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

NOTICE

Trade-Wind will preview a revolutionary development that will make it easier for you to sell houses.

See it first at the National Association of Home Builders Convention and Exposition.

Trade-Wind Booth 339
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January 17 to 21

TRADE-WIND MOTORFANS, INC.
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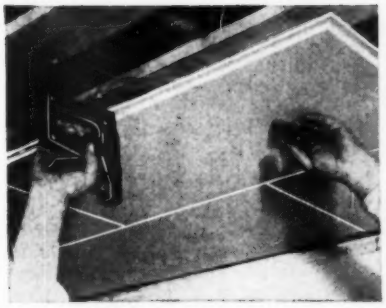
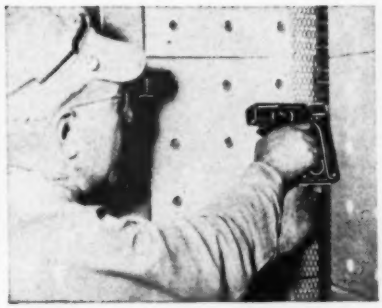
TO HELP YOU MAKE A PROFIT IN TODAY'S BUILDING MARKET

Do these Jobs in half the time

with the BOSTITCH T-5 Tacker



Put up ceilings — double speed. Almost as fast as the hand can fly, Bostitch T-5 Tacker fastens ceiling panels and acoustical tile with neat, secure staples. Only one hand needed to operate tacker. Other hand holds the work. No risk of marring surfaces with hammer or fingers.



Apply cornerite and metal lath twice as fast. Bostitch T-5 Tacker speeds fastening of metal lath. No awkward reaching or time-wasting motions. One hand does it. T-5 drives a staple every time you squeeze. Can place them within 1/16" of inside corners.

Insulate hard-to-reach places—save 50% fastening time. With the Bostitch T-5 Tacker, you can fasten anywhere you can reach. No space needed to swing a hammer. T-5 Tacker comes in three models. Loads easily. Drives staples in five lengths from 1/4" to 9/16" long.

Learn about the other ways you can cut costs with Bostitch

FASTEN IT BETTER AND FASTER WITH **BOSTITCH®**
STAPLERS AND STAPLES

BOSTITCH, 821 Mechanic St., Westerly, R. I.

Send me bulletin describing fastening with the T-5 Tacker and other Bostitch tools.

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Street _____

City _____ *Zone* _____ *State* _____

By telescoping the Hydrohoe boom, the operator can peel off scallops at grade level—dig a smooth, even trench.

Quick Boom Switch Gives You a Money-Making Crane-Hoe Team

A quick switch and here's the Hydrocrane—setting concrete slabs. Telescoping boom permits reaching for extra footage — without moving crane an inch.

With a simple rig one man can switch Hydrocrane and Hydrohoe booms in less than an hour. This exceptional convertibility can save time — open up additional profits for you. For example you can excavate for septic tanks, dig trenches, foundation footings, or manholes with the Hydrohoe in the morning — convert to crane front end — and erect concrete planking, steel beams or unload supplies in the afternoon.

With this quick, simple convertibility the two front ends can work as a team right on the same job.

In addition to this top speed convertibility, the all-hydraulic Hydrocrane offers you:

13H53

- ★ ***50 mph travel speed***
- ★ ***Quick-set, hydraulic outriggers***
- ★ ***Simple, hand lever control***
- ★ ***Telescoping boom that gives you eight extra feet of reach***
- ★ ***Safety and exact precision of hydraulic operation***

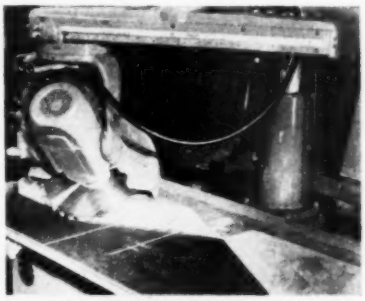
Write for details or see your distributor for a demonstration

BUCYRUS-ERIE COMPANY
SOUTH MILWAUKEE, WISCONSIN

....PRODUCTS EXHIBIT

AB14003—SHERMAN—BOOTH NO. 462—TRANSLUCENT PANELS—Alsynite Company of America, Dept. AB, 4654 DeSoto St., San Diego, Calif. Fire-resistant, translucent fiber glass panels, made of recently developed resins, are said to maintain adequate color stability. They are available in standard corrugations and flat sheets, and in three colors—maize, light green and opal. Panel uses include such structural and decorative applications as skylights, sidelights, partitions, shower doors, signs, patios and awnings. Material is called Alsynite 200-FR.

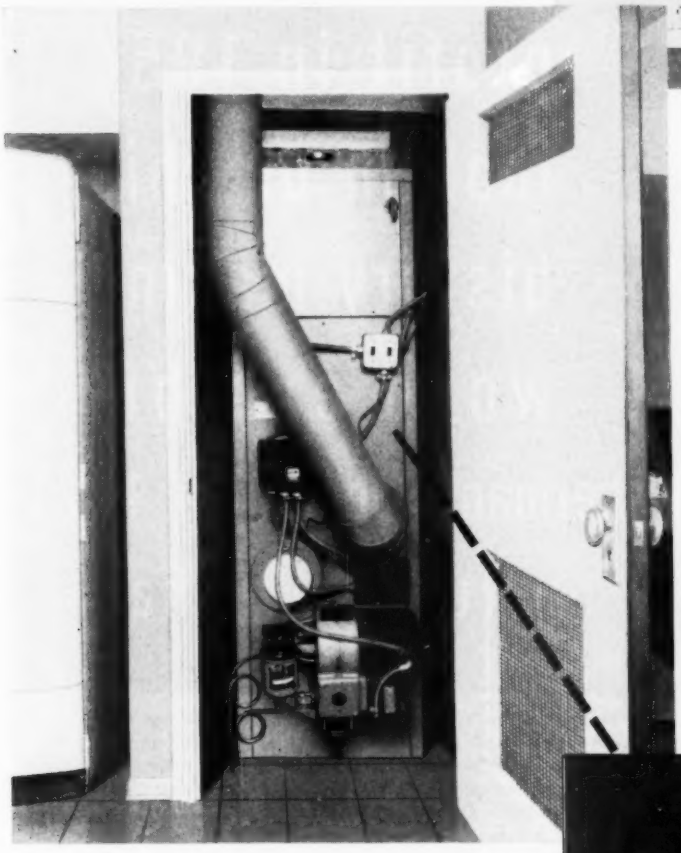
AB14299—HILTON—BOOTH NOS. 84-85 and 102-103—FLUSH DOOR—The Mengel Co., Dept. AB, Louisville 1, Ky. Mengel Stabilized Solid-Core Flush Doors are dimensionally stable and available in thickness of 1 3/4-in. and 1 3/4-in. The face veneers are assembled with the grain running vertically, at right angles to the grain of the cross-banding. Both faces are smoothly belt-sanded. These doors are made in standard stock sizes up to 4 by 8 feet, with standard light openings, louvers or special openings as desired.



AB14258—HILTON—BOOTH NO. 38—CARBIDE-TIPPED BLADE—Delta Power Tool Div., Rockwell Mfg. Co., Dept. AB, 400 Lexington Ave., Pittsburgh 8, Pa. Carbide-tipped saw blades for use with radial saws will reduce machine down time and eliminate many blade problems, according to manufacturer. The blades are suited for crating and other operations in shipping rooms and as cut-off saws in furniture and pattern shops. They will last 25 to 100 times longer than standard blades and will cut through hard or abrasive materials.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

WITH Kaustine HEATING YOU GIVE..



MORE HOUSE FOR THE MONEY!

AS HOME BUYERS become more exacting in their demands... builders must be able to deliver greater values.

With Kaustine fully automatic oil fired "Counter-Flo" furnaces you can offer your prospects a *top quality* heating plant at a cost that *increases* your *profit margin.*

You can also deliver *extra living space* as these compact units operate efficiently in a 3½ square foot area. Combine this feature with extremely quiet operation and you have the ideal furnace for closet installation in small homes.

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Kaustine QUALITY COSTS LESS

There is a Kaustine Furnace or Winter Air Conditioner for every type of home.

to build more
profit in 1954
look in on this
history-making
wood exhibit
hotel sherman, chicago, jan. 17-21
north exhibit hall
Never before has there been an exhibit like this! Twenty-five leaders in the millwork and lumber industries have joined their efforts to show you how WOOD can help builders meet—and profit from—the changed conditions of 1954. In ONE huge show, located in the north exhibit hall, HOTEL SHERMAN, these top-quality manufacturers offer hundreds of stimulating ideas—practical suggestions—profit-building solutions for 1954 problems. Here are only a few of them—
• How to sell 1954's more selective home buyers.
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• How wood can make building more efficient—and less costly.
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PLUS—the biggest parade of modern wood products ever assembled in one exhibit

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Bayport, Minn.

Anson & Gilkey Co.
Merrill, Wis.

Carr, Adams & Collier Co.
Dubuque, Iowa

Curtis Companies Incorporated
Clinton, Iowa

Farley & Loetscher Mfg. Co.
Dubuque, Iowa

Fir Door Institute
Tacoma, Washington

Huttig Mfg. Co.
Muscatine, Iowa

Ideal Co.
Waco, Texas

Malta Mfg. Co.
Athens, Ohio

Morgan Company
Oshkosh, Wis.

National Woodwork Manufacturers Assn.
Chicago, Ill.

Northern Sash & Door Co.
Hawkins, Wis.

Rockwell Mfg. Co.
Randolph, Wis.

Semling-Menke Co.
Merrill, Wis.

The Long-Bell Lumber Co.
Kansas City, Mo.

The Silcrest Co.
Wausau, Wis.

The Wabash Screen Door Co.
Chicago, Ill.

Timber Engineering Co.
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West Coast Lumberman's Assn.
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Ponderosa Pine **WOODWORK**

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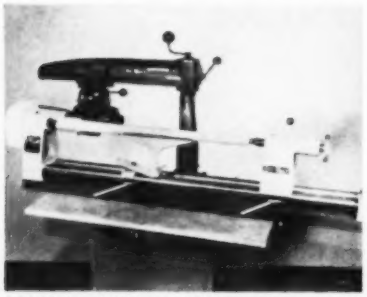
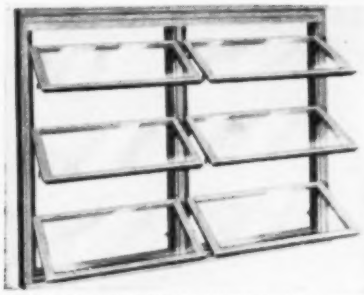
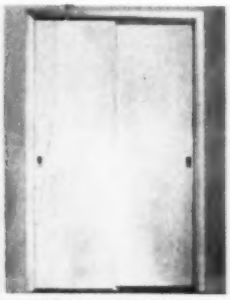


AB14067—HILTON—BOOTH NOS. 35-36—WOODWORKING LATHE—DeWalt, Inc., Dept. AB, Lancaster, Pa. Designed as attachment for DeWalt power shop, this lathe can also be used independently. It mounts on work bench, can be powered by any type motor. Turns stock up to 12 inches and accommodates spindles up to 37 inches. Unit can also be used for face plate turning, boring and for light metal spinning. Principal features are adaptability, wide capacity, precision and low price.

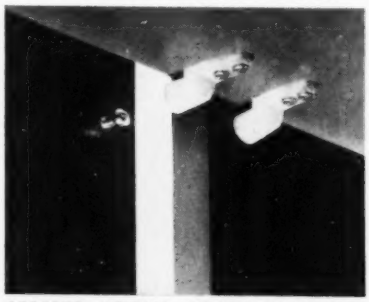


AB14252—SHERMAN—BOOTH NO. 391—AWNING WINDOW—Roach & Musser Co., Dept. AB, Muscatine, Iowa. A new line of Thrif-T E-Z-Vent wood awning window units has been brought out with 12 standard sizes, including singles, twins, triplets, quadruples and ribbon units; kitchen (over sink) units; window walls, and picture window units. Sash may be cleaned on inside without removing or lifting sash. Windows are equipped with a free-turning operating handle and all-aluminum screen, and aluminum hardware not exposed to outside.

AB14135—SHERMAN—BOOTH NOS. 405-406—VINYL COUNTER TOP—Carr, Adams & Collier Co., Dept. AB, Dubuque, Iowa. Counter top is furnished in several colors, marbleized red, green or gray. It is durable and efficient and will give satisfactory sanitary service. The Goodyear vinyl is bonded to a 3/4-inch exterior grade plywood, making a surface that resists wear. One-piece design of the counter top results in a streamlined installation. This Nu-Style counter top is furnished in 12-foot lengths but can be cut with a hand saw.

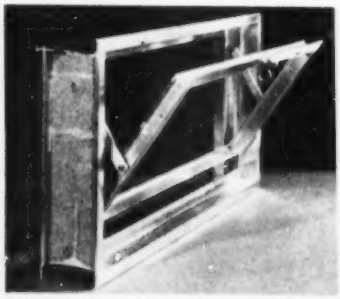


AB14141—HILTON—BOOTH NO. 245—SLIDING DOOR—Haskelite Mfg. Corp., Dept. AB, 701 Ann St., N.W., Grand Rapids 2, Mich. With the Hasko K-D Door everything is in one package. The door drilled for the lock, the lock mechanism, jambs notched for the headers, butts installed on the door and frame, trim mitered, shingles needed for shimming, and the nails needed for hanging are all included in the package. Carpenter needs only a hammer, level and nail set to do a precision casing and hanging job. Doors available in six sizes.



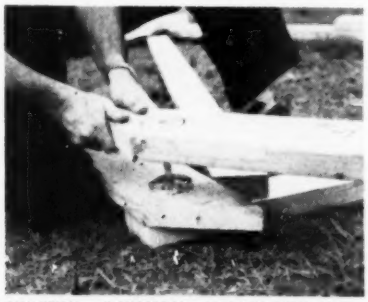
AB14170—HILTON—BOOTH NOS. 299-300—FRICTION CATCH—Washington Steel Products, Inc., Dept. AB, 1940 East 11th St., Tacoma 2, Wash. Friction catch which features silence and breakproof parts has been added to the manufacturer's line of cabinet hardware. Called the Washington 1125, its unique feature is the use of paraffine based polyethylene, a self-lubricating material unharmed by acids, moisture or temperature changes. The material returns to its original shape after extreme distortion, assuring original gripping power.

AB14264—SHERMAN—BOOTH NO. 403—PANEL DOOR—Fir Door Institute, Dept. AB, 1205 Rust Bldg., Tacoma 2, Wash. This newly styled interior panel door features shadow molding replacing bead-and-cove and ovolo sticking. Door is designed to meet trend toward more color and texture in the home. The wide molding frames panel decoration of paint, fabric, wallpaper, applique, decals, etc. Standard dimensions are available in 1, 2 and 3 panel styles. FDI hallmarks attest the meeting of U.S. Commercial Standards.



AB14275—SHERMAN—BOOTH NO. 411—GLASS BLOCK VENTILATOR—Per-Fit Products Corp., Dept. AB, 1200 E. 52nd St., Indianapolis 5, Ind. Announcement has been made by this manufacturer of aluminum windows of the addition of a heavy extruded aluminum glass block ventilator to its line of double hung and slider windows. The ventilator is available in all standard sizes and opening types for any width glass block. It may be purchased through building material dealers. Also announce horizontal aluminum window.

AB14341—HILTON—BOOTH NO. 150—HEATING UNIT—Royal Heaters, Inc., Dept. AB, 1024 Westminster Ave., Alhambra, Calif. New 70,000 Btu's input Forced Flow heating unit can be built right into the house. The exposed panel can be painted or textured to match any type of decoration. It incorporates a blower to distribute heat to all parts of the house without the need of duct work. Designed to burn natural, manufactured or LP gas, it is available with automatic thermostatic controls. Unit is assembled at factory.



AB14262—SHERMAN—BOOTH NOS. 387-388—TRUSSED RAFTER—Timber Engineering Co., Dept. AB, 1319 Eighteenth St. N. W., Washington 6, D. C. Wood Frame Teco Trussed Rafters are fabricated on a special Teco designed rig. The rig is simple, lightweight and portable and can be built on the job by any carpenter without special tools or equipment. Precision assembly of trussed rafter joints is assured by use of the rig, Teco connectors, anchors and connectors (shown above) in conforming wedge-fit grooves.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

Visit Us at the BILT-WELL Booths 40[illegible] SHERMAN HOTEL CHICAGO JANUARY [illegible]-21 1954

Don't miss the Bilt-Well Woodwork booths when you visit the huge, informative National Builders Show this month in Chicago!

The NEW, all NEW Bilt-Well AWNING WINDOW for Multiple Use will be on display! Here's the latest in an awning, hopper or casement window unit—designed with *all* the features desired by today's builders, contractors and homeowners.

Kitchen and Multiple-use Unit Cabinets, Unit Windows and Casements are the other outstanding Bilt-Well Products you'll be able to see, operate and have demonstrated.

CARR, ADAMS & COLLIER COMPANY
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We are manufacturers of the complete line of Bilt-Well Woodwork: Unit Windows, Casements, Unit Kitchen Cabinets, Unit Multiple-use Cabinets, Overhead Garage Doors, Combination Doors, Storm & Screen Units, Basement Windows, Shutters, Exterior and Interior Doors, Entrances, Gable Sash, Louvers, Corner China Cabinets, Mantels, Telephone Cabinets and Stair Parts.

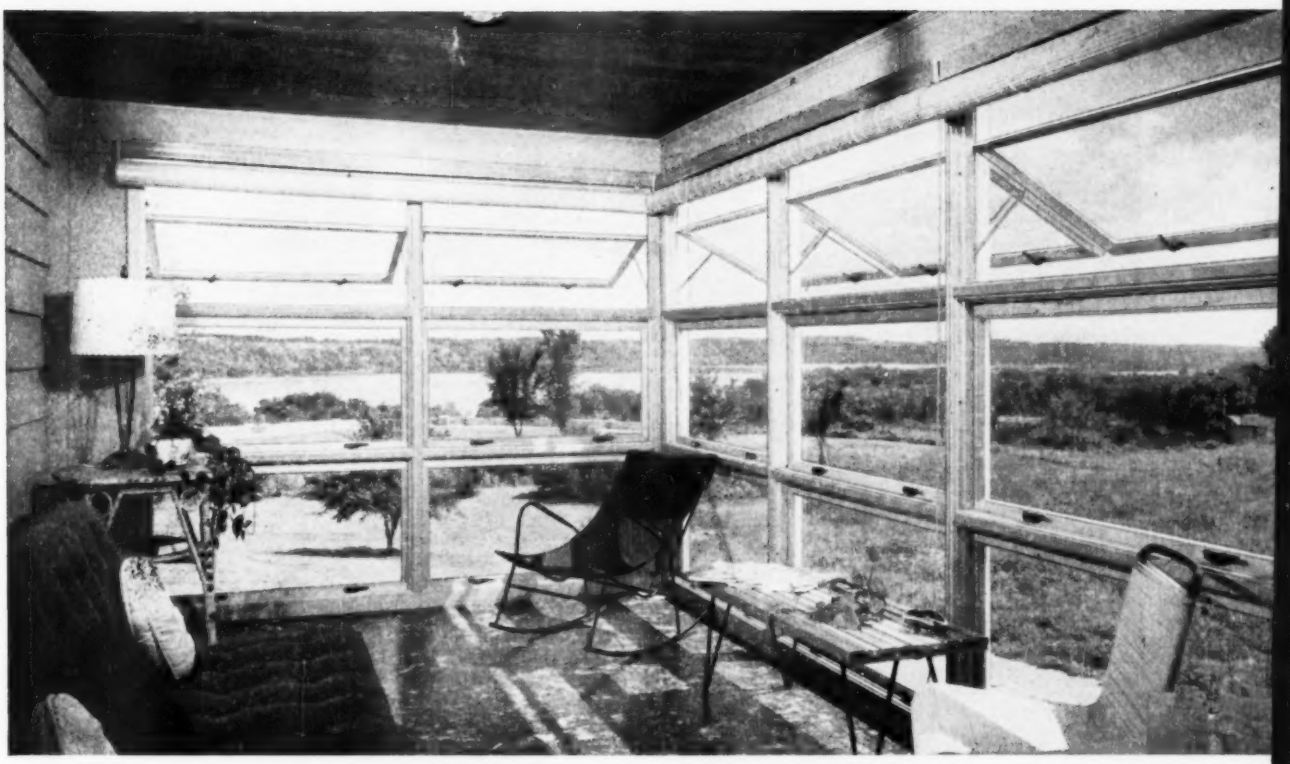
4 COMPLETE WOOD WINDOW UNITS

Andersen Casement Window. Beautiful Andersen Casements fit your plans perfectly. Available in many sizes, including picture window combinations. Choose from two sash widths (1′ 6″ or 1′ 10½″), five heights, one light, horizontal or cut-up glazing. Photograph shows paneled den featuring wide Andersen Casements.

4 ways to build better

Andersen Pressure Seal Window with Storm-Screen Combination. The amazing Pressure Seal is the double hung window with sash that lift right out. Only Andersen has the concealed operating device that gives instant sash removability and also assures a highly weathertight window. Only Andersen supplies the sturdy Storm-Screen unit with 2 easy-to-change storm panels and rugged aluminum screen cloth.

--TAKE YOUR CHOICE!



Andersen Flexivent Window. The versatile Flexivent is Andersen's newest WINDOWALL unit. Simplicity of operation, design and hardware make it low in cost. Hundreds of combinations are possible from 9 sizes of units in ribbons, stacks or groups . . . or with other windows. Choice of 3 sash operations or fixed sash.

windows into your houses

Andersen WINDOWALLS are complete wood window units. They're precision engineered and manufactured from beautiful, insulating wood, toxic treated to prevent decay. They reach you complete . . . ready to install. WINDOWALLS are sold only through millwork dealers.

For specification data see your millwork dealer, Sweet's Light Construction File or write Andersen Corporation.

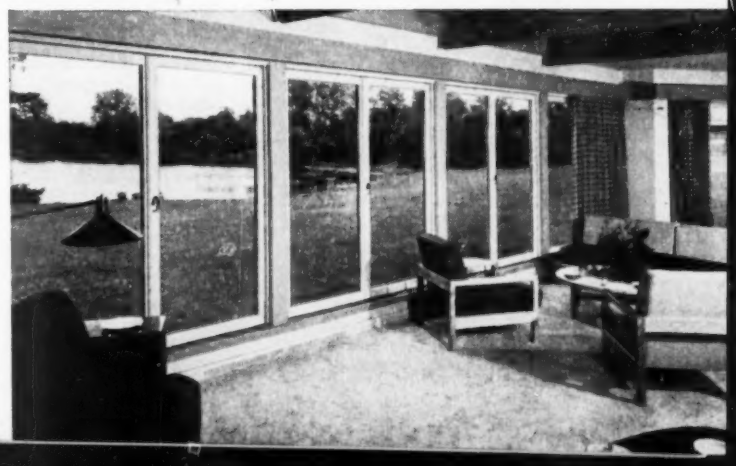
Andersen Corporation

BAYPORT • MINNESOTA

Andersen *Windowalls**

COMPLETE WOOD WINDOW UNITS

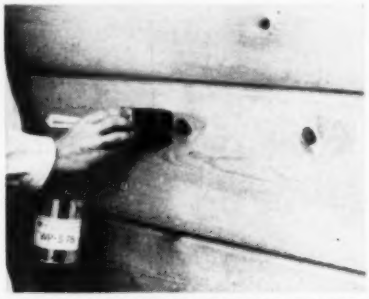
*TRADEMARK OF ANDERSEN CORPORATION



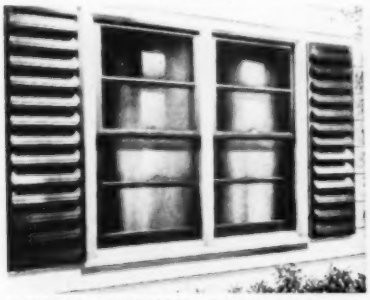
Andersen Gliding Window. This revolutionary Gliding Window brings horizontal operation with sash sliding easily from side to side in plastic tracks. This principle allows sizes up to nearly 6′ high by 5½′ wide . . . picture window effect with operating sash.

AB14272—SHERMAN—BOOTH NOS. 396-397—AWNING WINDOW—Andersen Corp., Dept. AB, Bayport, Minn. A new Flexivent Window provides choice of outswinging awning ventilation; inswinging hopper ventilation; outswinging casement ventilation; or fixed sash. The window's manufacturers expect it to be used for ribbon windows for bedrooms and in built-up panel type picture wall sections. The sash is hinged on friction hardware. Nine sizes are available in combinations of three different sash widths and four sash heights.

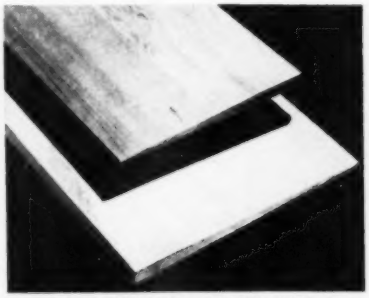
AB14208—SHERMAN—BOOTH NOS. 399-400—WOOD CABINETS—The Long-Bell Lumber Co., Dept. AB, Longview, Wash. Small and compact kitchens, providing more than average storage space offer flexibility of cabinet use and ease of installation. Units will accommodate most surface cooking units and elevated ovens now being made. Cabinets may also be used in utility rooms combined with the kitchen area. Cabinets are made of Douglas Fir with all door and drawer fronts of rift grain woods; units made on a three-inch module.



AB14298—SHERMAN—BOOTH NOS. 368-369—KNOT SEALER—Western Pine Association, Dept. AB, Yeon Bldg., Portland 4, Ore. Known as Formula WP-578, this knot sealer has been tested and is recommended by the Western Pine Association. It is being manufactured and distributed nationally by many companies. The sealer is applied to the knots before painting and is practically colorless. It is made of a synthetic resin. The formula was the best of some 600 tested by research engineers for the Association.

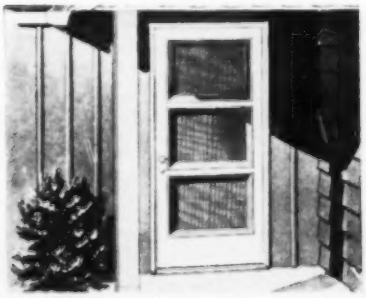


AB14281—SHERMAN—BOOTH NOS. 401-402—LOUVER BLINDS—Farley & Loetscher Mfg. Co., Dept. AB, Dubuque, Iowa. Flexo louver blinds are available 1 foot, 4 inches wide, and in heights of 3 feet, 3 inches; 4 feet, 7 inches; 5 feet, 11 inches. Each size may be reduced in height by one or more multiples of four inches. The slats are $\frac{5}{8}$x$4\frac{1}{2}$ inches and are dadoed into the stiles and securely nailed. They are treated with toxic and water-repellent wood preservative. Stiles and top rails are $1\frac{1}{8}$x$1\frac{1}{4}$ inches, bottom rails, $1\frac{1}{8}$x3 inches.



AB14210—SHERMAN—BOOTH NOS. 389-390—EDGE-GLUED LUMBER—Weyerhaeuser Sales Co., Dept. AB, 1st National Bank Bldg., St. Paul 1, Minn. An exterior and an interior type of edge-glued lumber are offered. Exterior type is a general purpose lumber to be used as exposure lumber, or for interior application. It is available in bungalow siding, finish, stepping and in wide items. The interior type is for interior construction purposes, industrial uses and any application where waterproofness is not a use factor.

AB14068—SHERMAN—BOOTH NOS. 366-367—WOOD SIDING—West Coast Lumbermen's Assoc., Dept. AB, 1410 W. Morrison St., Portland, Ore. To meet the demand for rustic exterior effects, rough textured red cedar and West Coast hemlock bevel siding are introduced. Soft texture of rough bevel siding is demonstrated in economy grades of "B" cedar and "D" hemlock. Adapts to a variety of architectural effects of interest to builders, and offers significant savings in material costs. Stresses versatility.



AB14022—SHERMAN—BOOTH NO. 395—ALL-WEATHER DOOR—The Wabash Screen Door Co., Dept. AB, 310 S. Michigan Ave., Chicago, Ill. The "Stylist" is a combination weather door that offers a wide range of exterior color treatment and design. It consists of a Ponderosa Pine frame and three picture frame panels (screen or storm) which can be quickly installed or changed. Three-panel design helps achieve low horizontal-line effect. In mild winter weather, top storm panel can be replaced by screen panel for ventilation.

AB14074—SHERMAN—BOOTH NOS. 407-408—KITCHEN CABINETS—Curtis Companies, Inc., Dept. AB, Clinton, Iowa. Several additions have been made to the company line of birch kitchen units; other Curtis products include convertible window unit, combination door and new "woman planned" kitchens. These latter embody over 50 convenience and decorative features, available either in natural finish or in white, ready for decoration. These open-plan type kitchens offer wide flexibility in any size kitchen lay-out.

AB14136—SHERMAN—BOOTH NOS. 385-386—FLUSH DOOR—Morgan Co., Dept. AB, Blue Island Ave. & Wood St., Chicago 8, Ill. "Tee-Car" hollow core interior and exterior doors are engineered for dimensional stability. Diagonally spaced block core resists all stresses—crosswise, lengthwise, diagonally. Urea-resin glue on interior door and resorcinol glue on exterior door seal entire back surfaces of panels resisting moisture transmission. Heavy exterior door veneers permit V grooving, and location of lights anywhere on the surface.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

Home Builders, Architects, Lumber dealers agree on Long-Bell kitchen cabinets!

LONG-BELL

FROM TREE TO TRADE

...and here are seven reasons why—

1. Fits any room dimension.
2. Low-cost installation.
3. Unit design makes for individuality.
4. Custom-made appearance at quantity-production prices.
5. Continuity of design provides for a "kitchen that grows".
6. Allows installation of modern counter cooking units.
7. Adjustable and removable shelves, lazy Susan, utility cabinets, adjustable sink fronts, corner angle fillers, broom closet, breakfast bar produce a compact and inexpensive kitchen.

Homeowners like the rich beauty... and low cost... of quantity-produced Long-Bell Cabinets. Exposed surfaces are made of finest, rift-grain, western woods. Perfect for painting, ideal for the popular, natural finishes. And, the modern functional design of Long-Bell Cabinets look at home in any kitchen, new or old! Best of all, Long-Bell Cabinets are designed to give housewives the greatest work space, convenience and most efficient arrangement possible!

Architects specify them because Long-Bell Kitchen Cabinets are engineered on a 3" module for easy planning. What's more, new cabinet designs are constantly being added to allow full use of the latest trends in home construction.

Lumber dealers realize increased sales from the fast-growing preference for Long-Bell Cabinets. Since home-owners can add new units at any time, dealers can count on many sales paying off in repeat orders! Sell the cabinets that are quantity-produced with a custom-made appearance—Long-Bell Kitchen Cabinets!

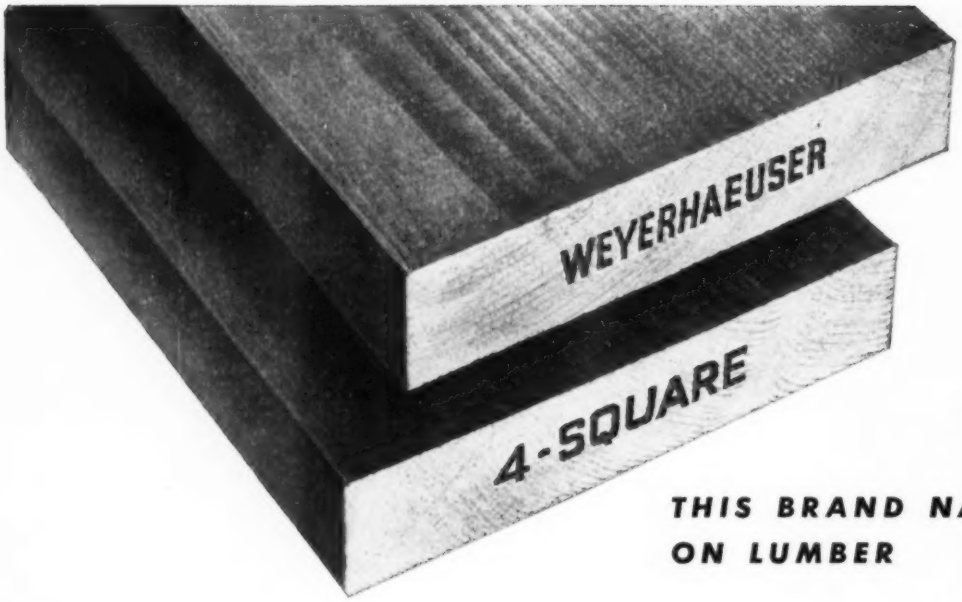
SEE THE LONG-BELL EXHIBIT
N. A. H. B. Convention Exposition
Booth No. 399-400 — Sherman Hotel, Chicago, Ill.,
January 17 through 21.

The Long-Bell Lumber Company

Established 1875 — Kansas City 6, Mo.

DIVISIONAL SALES OFFICES

EASTERN DIVISION—KANSAS CITY, MO. WESTERN DIVISION—LONGVIEW, WASH.



THIS BRAND NAME ON LUMBER

Helps build quality homes

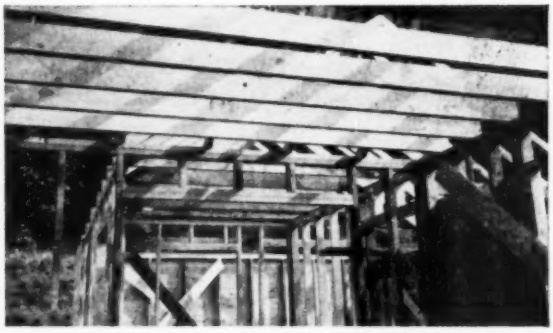
●Lumber bearing the well-known Weyerhaeuser 4-Square brand name is helping build homes that sell more readily—while helping to save both time and money in the building.

The accurate lengths and squared ends of Weyerhaeuser 4-Square Lumber, for example, mean less work for carpenters in squaring up and fitting. This, in turn, reduces the amount of lumber wasted.

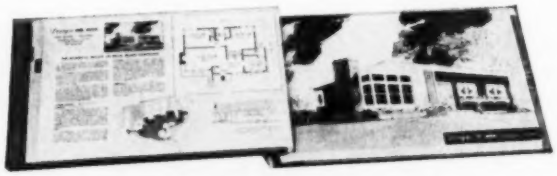
Scientifically kiln-dried Weyerhaeuser 4-Square Lumber helps builders construct quality homes by helping eliminate such flaws as creaking floors and cracking plaster.

Extra care in the grading and handling of Weyerhaeuser 4-Square Lumber gives extra value in its final use. Careful grading means that each piece will meet the requirements for that grade. Careful handling and loading at the mills protects 4-Square Lumber—to help assure delivery to your job sites clean and undamaged.

Homes built with Weyerhaeuser 4-Square Lumber are easier to sell because people have confidence in this brand name. Twenty-five years of advertising has made Weyerhaeuser 4-Square a sign of top quality . . . a familiar name that means precision manufacture and dependable performance.



Building with Weyerhaeuser 4-Square Lumber saves time and reduces waste because precision-manufactured lumber goes into place with a minimum of cutting and fitting.



With more than 100 modern architect-designed homes, the big Weyerhaeuser 4-Square Home Building Service is helping many builders. Ask your Weyerhaeuser 4-Square Lumber Dealer for books illustrating these home designs.

"WATCH THE TREND TO MODERN WOOD"

Displays at the NAHB convention in Chicago January 17 through 21 show you new profit possibilities, and explain why the trend is to "modern wood." Visit the Weyerhaeuser display—booths 21 and 22, Hotel Sherman.

...and helps you sell them!

Consumer acceptance of this brand name means that the average home buyer is pre-sold when he discovers that your house is built with Weyerhaeuser 4-Square Lumber.

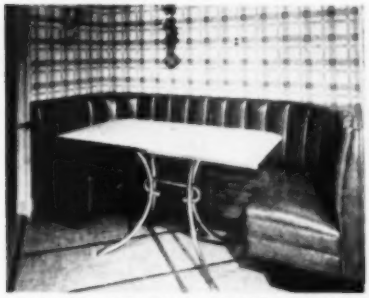
Of course, one of the most important selling advantages for any home is its design. Many builders find helpful planning assistance in the Weyerhaeuser 4-Square Home Building Service, which contains scores of modern, architect-designed home plans. The Service, which is offered by your local Weyerhaeuser 4-Square Lumber Dealer, includes a wide variety of popular-sized homes with complete working drawings, specifications and material lists.

Many builders are saving time and money with Weyerhaeuser 4-Square Lumber and enjoying the advantage of its consumer acceptance —while also gaining the benefits of modern, efficient house planning through the use of the 4-Square Home Building Service . . . all available from your local Weyerhaeuser 4-Square Lumber Dealer.

Designs like this—Weyerhaeuser 4-Square Home No. 5142—help you sell more homes.

Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA



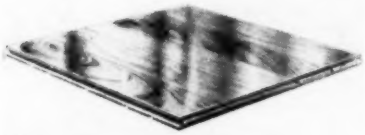
AB14134—SHERMAN—BOOTH NOS. 412-413—DINING NOOK—Bianco Manufacturing Co., Dept. AB, 2736 Victor St., St. Louis 4, Mo. Kitchen Hostess Nook fits almost every type of floor plan. It permits savings in wall construction, floor space and tiling. Nooks are upholstered in a choice of colors of heavy-gauge vinyl over rubberized hair with no-sag springs on hardwood frames. Tables have Formica tops in matching colors. Kick-plates are non-scuff. Unit provides an eye-catching consumer feature to house, helps to close sales.

AB14263—HILTON—BOOTH NO. 86—FAMILY HOUSE—Parents' Magazine, Dept. AB, 52 Vanderbilt Ave., New York 17, N. Y. Designed to meet the specific needs of families with children, this house was one of many sponsored by Parents Magazine in their program in behalf of home building. The houses are engineered for economical construction by individuals and are adaptable for large-scale home builders and developers of sub-divisions. Information about working drawings for these homes is available through the magazine.

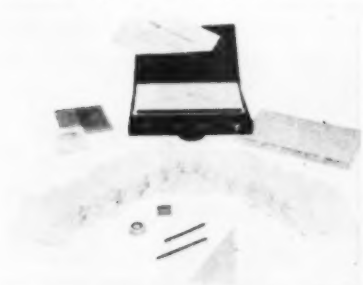
AB14164—SHERMAN—BOOTH NO. 352—CEILING LIGHT—Moe Light, Inc., Dept. AB, Fort Atkinson, Wis. A lighting fixture that dramatizes the table beneath has been developed to be used to particular advantage for table settings in dining rooms. An automatic reel concealed in the canopy permits an overall length adjustment from 20 to 54 inches. The diameter of the fixture is 21 inches. The louvered lens directs light downward without glare. Finish is chromium or satin brass. Shade is frost white fiber glass.

AB14055—HILTON—BOOTH NO. 144—ELECTRICAL TUBING—National Electric Products Corp., Dept. AB, Gateway Center, Pittsburgh, Pa. XDuct Junior has bright outside surface, high resistance to corrosion. New inside surface minimizes resistance for wire pulling. New electro-galvanizing process assures unbroken zinc coating that does not flake or crack. A further process includes a brightening agent, provides bright surface. Inner surface has newly developed baked-on aluminum enamel. Tubing in 10-foot lengths.

AB14008—SHERMAN—BOOTH NOS. 472-473—LINOLEUM TILE—Congoleum-Nairn, Inc., Dept. AB, 195 Belgrove Drive, Kearny, N.J. Gold Seal Ranchtile, shown, is a new water-resistant linoleum tile developed and tested for installation over on-grade concrete slab, including over radiant heat ducts. Product is said to have high resistance to indentation and is not easily marked by furniture. It is also highly resistant to moisture, alkali, grease, soil and abrasion. Tile's composition offers much resilience and flexibility.

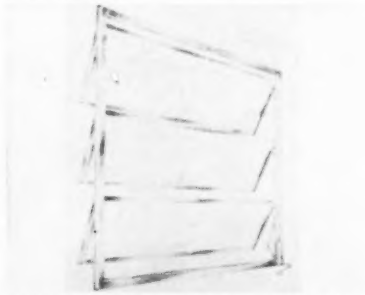


AB14139—SHERMAN—BOOTH NO. 315—BLOCK FLOORING—D. L. Fair Lumber Co., Dept. AB, Louisville, Miss. Delfair Multi-Wood Block is low-cost type of block flooring made from selected mixed hardwoods. It is prefinished at the factory for extra durability and beauty. The material comes in one grade only—No. 1 Common and Better. The Multi-Wood Block is designed especially for extra economy in residential and commercial construction. Each block is 12x12-inch nominal size, tongued and grooved on all four sides.



AB14169—HILTON—BOOTH NO. 87—KITCHEN PLANNER—Tracy Kitchens Division, Edgewater Steel Corp., Dept. AB, P. O. Box 1137, Pittsburgh 30, Pa. Tracy Kitchens have introduced a new sales aid for their dealers, The Tracy Kitchen Planner. It helps the salesman to show the housewife exactly how her remodeled kitchen will appear when finished. With the planner, he can make a finished perspective drawing of the proposed kitchen showing all details. Each salesman is required to complete a course in the use of the planner before using it.

AB14146—SHERMAN—BOOTH NO. 363—PACKAGED DOOR—Ready Hung Door Corp., Dept. AB, Anderson Bldg., Fort Worth 2, Tex. This door and frame packaged unit has the door hinged, the lock installed and the frame trimmed on both sides; it is ready to install in any inside wall opening. The jamb, with trim or casing attached, is made in two parts which slip apart for installation from opposite sides of the wall opening. Jambs are adjustable for wall thicknesses from 4¼ to 5½ inches. Unit can be installed in 20 minutes.



AB14175—HILTON—BOOTH NOS. 5-6-7—AWNING WINDOW—Truscon Steel Division, Republic Steel Corp., Youngstown 1, Ohio. The Truscon aluminum casement is available in a new range of modular widths in order to offer the builder advantages of coordinated modular construction. All windows in 2, 3, and 4-light widths are dimensioned in multiples of 16 inches, conforming to standard concrete block dimensions. Heights are identical with standard steel casements. Screens of aluminum screen wire are made for these windows.

◆ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

Is there a way to know which 53 features a woman wants in a kitchen?

You need no crystal ball or second sight to know the kitchen features most wanted by women today. Curtis has done much to simplify that job for you—through extensive research among the housewives of America.

The new Curtis wood kitchen units were styled by women—designed by women—tested by women. Suggestions from women all over the country were studied, criticized, revised, rejected or accepted. Only then were the cabinets produced.

That's why the new ultramodern Curtis cabinets with birch fronts provide the 53 features desired by women homemakers—and why you can be *sure* a Curtis kitchen will have instant appeal for the "lady of the house." Get the whole story—mail the coupon for free booklet

Swing-shelves

Pull-out trays

Sliding bins

Pass-through cabinets

Curtis makes a complete line of architectural woodwork and Silentite windows for homes of all types and sizes. Make your next home "all Curtis."

Special drawer units

Better storage

1866 CURTIS WOODWORK

Curtis Woodwork will be on display at the NAHB show in Chicago—January 17-21—Booths 407 and 408—at the Sherman Hotel. See new Curtis products for '54.

Curtis Companies Service Bureau AB1-54
200 Curtis Building
Clinton, Iowa

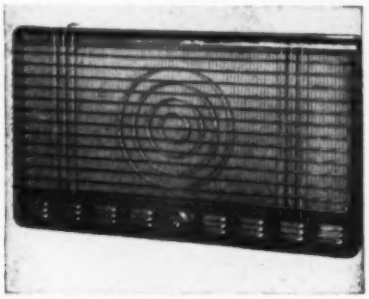
Please send booklet on the new Curtis woman-designed kitchens.

Name.....

Address.....

City.....State.....

AB14163—HILTON—BOOTH NOS. 217-218-219 — WOOD KITCHENS — Mutschler Brothers Co., Dept. AB, Nappanee, Ind. Wood kitchens are of interest to new home buyers in that they offer attractive appearance as well as many time-saving features for the housewife. Features like the sliding bins for fruits and vegetables, a cabinet that stores the food mixer and lifts it to a level convenient for use, and cabinets containing sliding racks to conceal cooking utensils right near the range are offered in these new wood cabinet kitchens.



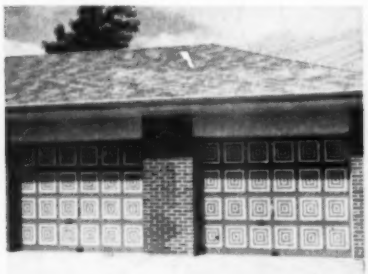
AB14328—SHERMAN—BOOTH NO. 351 —HEATING PANEL—Electriglas Corp., Dept. AB, Bergenfield, N. J. The "Space-Saver" is a 1,500-watt wall panel, 21¼x37¼ inches, developed to answer the problem of providing maximum heating efficiency with the use of less wall space. Designed with long, low lines, the panel is particularly useful under large window areas. Actual heating surface is 16x36 inches. Used alone, the panel is an adequate heating medium for small rooms; used in multiples, good for larger applications.

AB14326—SHERMAN—BOOTH NO. 466 —GLASS JALOUSIES—Air Control Jalousies of America, Inc., Dept. AB, 3601 N.W. 54th St., Miami, Fla. Above illustration shows a typical installation of the Air Control glass jalousie window and door. The door is made of selected grain 1¾-inch Douglas fir; unit may be equipped with aluminum screen or Air-Tite storm sash. Jalousie window is provided with heavy extruded aluminum frame and aluminum screen (storm sash available). VA and FHA approved.

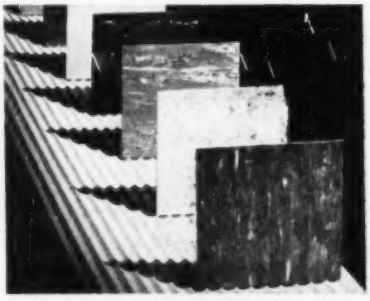
AB14013—SHERMAN—BOOTH NO. 423—ELECTRIC RANGE—A. J. Lindemann & Hoverson Co., Dept. AB, 601 W. Cleveland Ave., Milwaukee, Wis. Custom-built unit provides complete cooking facilities for new or remodeled kitchen. Oven and surface units can be installed at most convenient room location, according to builder's plan. Range is designed for control versatility, compact arrangement, efficiency, cooking convenience, freedom of design and oven flexibility. Ranges are approved by Underwriters Laboratories.

AB14020—HILTON—BOOTH NOS. 233-234—COUNTERFLOW FURNACE—Rheem Manufacturing Co., Dept. AB, 4361 Firestone Blvd., Southgate, Calif. Available in two sizes, this gas furnace employs the counterflow principle of warm-air delivery for use in perimeter applications. Units have enclosed controls, built-in draft diverter, top venting, zero clearance approval by AGA and sufficient space in the bottom of the furnace for installation of an automatic humidifier. Two models furnish 80,000 and 100,000 Btu's.

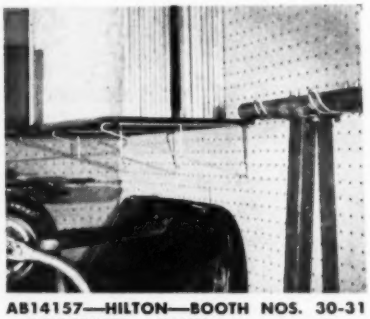
AB14129—HILTON—BOOTH NO. 281—STEEL DOOR FRAME—Kewanee Manufacturing Co., Dept. AB, Kewanee, Ill. Frames are installed flush with the finished wall surface. All dust-catching projections around doors and windows and other openings are eliminated. Installation is quick and easy. All sawing, corner-mitering, filling of nail holes and the use of wood plaster grounds typical with other methods are done away with. Frames can be used with drywall construction. Made of galvanized, bonderized steel for paint adhesion.



AB14225—SHERMAN—BOOTH NOS. 451-452—GARAGE DOOR PANEL—Raynor Manufacturing Co., Dept. AB, Dixon, Ill. Typical examples of the effect created by these carved panel wood sectional overhead doors are shown. The carved panel door is available in square as well as long, narrow panels, enabling owner to get proper door which best fits the architecture of the rest of the home. Manufacturer also offers five-section wide panel door with three-way stress construction, Protecto-dipped interior hardware and plated exterior hardware.



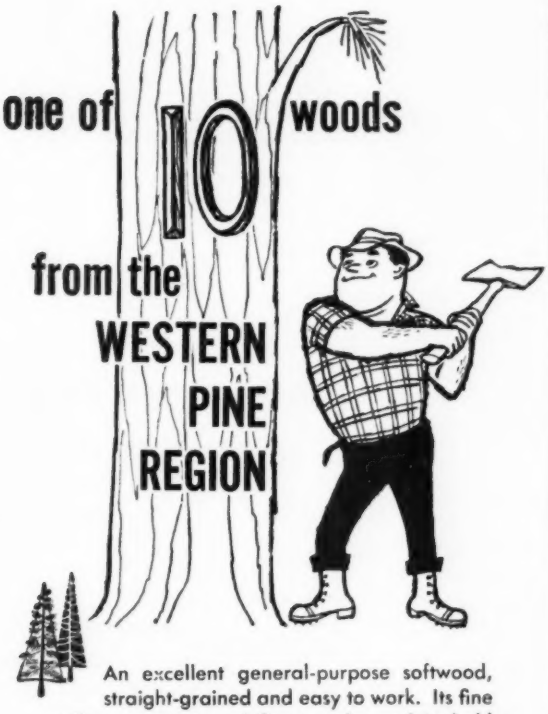
AB14154—HILTON—BOOTH NO. 249—VINYLITE SURFACING—Fremont Rubber Co., Dept. AB, Fremont, Ohio. A new line of Vinatile and Vinatop, vinylite plastic surfacing materials with new Soft-Glo finish is introduced. The finish gives added lustre with long-wearing qualities. Waxing is unnecessary and only brings out extra glow in the material which is available in nine marbleized colors. Vinatile is made in 6x6 inches and 9x9 inches Tru-Cut squares; Vinatop comes in rolls, 30, 36 and 42 inches wide.



AB14157—HILTON—BOOTH NOS. 30-31 —PERFORATED PANEL—Masonite Corp., Dept. AB, 111 W. Washington St., Chicago, Ill. Masonite Peg-Board panels and fixtures have been introduced. The perforated panels of Presdwood and more than 60 types of fixtures may be purchased in lumber yards throughout the United States. Their applications in homes, stores, offices and factories as working walls are innumerable. Panels come in sizes ranging from 24x36 inches to 48x96 inches and may be put over studs in new work or over old walls.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

LODGEPOLE PINE



An excellent general-purpose softwood, straight-grained and easy to work. Its fine nailing properties, ability to take and to hold paint, and small, non-bleeding knots make it ideal for top-quality siding, paneling, and all architectural woodwork.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.

THESE ARE THE WESTERN PINES

IDAHO WHITE PINE
PONDEROSA PINE • SUGAR PINE

THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR
WHITE FIR • ENGELMANN SPRUCE
INCENSE CEDAR • RED CEDAR
LODGEPOLE PINE

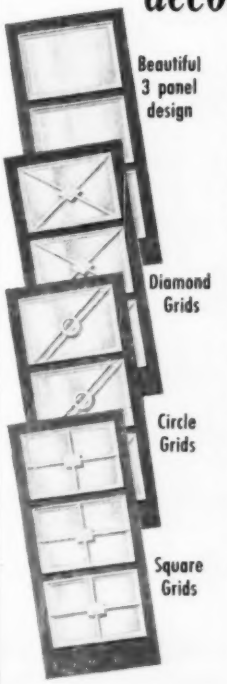
THE WESTERN PINE REGION

Write for free illustrated Facts Folder about Lodgepole Pine. Address: Western Pine Association, Yeon Building, Portland 4, Oregon.

new ARCHITECTURAL APPEAL!

Continental STYLIST

the original all-weather decorator door!



Public acceptance of these excitingly new Stylist combination storm-and-screen doors has been more than impressive—actually tremendous!

Decoratively, the Stylist offers infinite possibilities. Personalized color combinations are enhanced through the use of any of three styles of removable grids which give added architectural appeal to any style home.

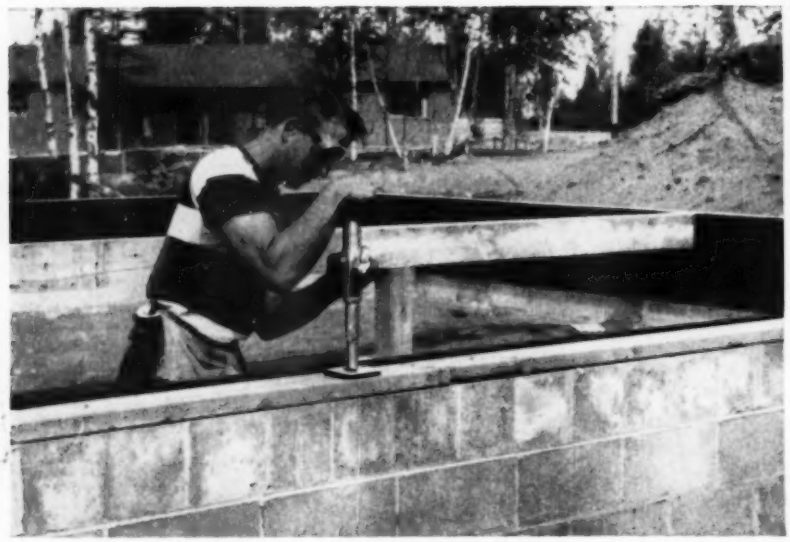
The practicality of the Stylist three-panel design catches the eye at once—more strength, smaller inserts to handle and store—plus ability to have partial ventilation in mild weather by replacing the top storm panel with a screen panel.

The complete door includes frame, three storm panels and three screen panels—all of Ponderosa Pine, Woodlife treated. For use strictly as a screen door, the Stylist is available with screen panels only. Grids are furnished as extras. Sold through retail lumber dealers.

a *Continental* Product

MANUFACTURED BY
THE WABASH SCREEN DOOR COMPANY
310 SOUTH MICHIGAN AVENUE
CHICAGO, ILLINOIS

fastening costs cut 30%



DRIVE-IT 320 WITH BREAK-OPEN ACTION

This Alaskan builder uses the new DRIVE-IT 320 with Break-Open Action to fasten 2x6 base plates to concrete block. The powder-operated tool "is more economical by at least 30%; results in material and money savings".

Almost all concrete or steel anchorages can be made with more savings and greater strength with DRIVE-IT.

BREAK-OPEN ACTION

ONE POWER LOAD

AUTOMATIC EXTENSION BARREL

SWIVEL SAFETY PAD

2-MOTION FIRING ACTION

NEW DRIVE-IT 320 FEATURES BREAK-OPEN ACTION FOR FAST, EASY LOADING AND EXTRACTION. OTHER JOB-PROVED DRIVE-IT FEATURES ARE:

ONE POWER LOAD. Variable penetration with one strength power load.

AUTOMATIC EXTENSION BARREL. Integral with tool. Extends to fasten in recesses.

SWIVEL SAFETY PAD. Swivels 360° to fasten near adjoining surface. Steel and tough Neoprene for protection.

SAFE TWO-HAND FIRING. Tool must be held against work to operate. Two-motion firing action for safety.

LOW COST DRIVEPINS. Prices are lower on wide range of drivepins.

FOR MORE INFORMATION

MAIL THIS COUPON

POWDER POWER TOOL CORP.
7526 S. W. Macadam Ave., Dept. D
Portland 1, Oregon

☐ Please send literature on DRIVE-IT "320"
☐ I'd like a demonstration of DRIVE-IT "320"

Name_____

Address_____

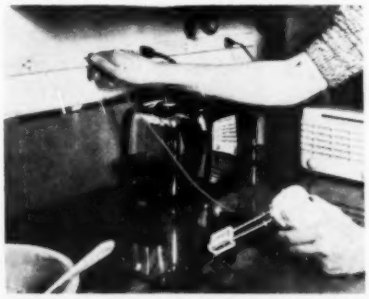
City_____ State_____

DRIVE-IT
the original
POWDER-ACTUATED TOOL

....PRODUCTS EXHIBIT

AB14143—HILTON—BOOTH NO. 16—TILE FLOORING—Johns-Manville Sales Corp., Dept. AB, 22 East 40th St., New York 16, N.Y. Terraflex vinyl tile flooring now available in 1/16-inch standard gauge. It is simple to install since any cutting that is necessary can be done with a pair of scissors. New 1/16-inch Terraflex is especially valuable for residential work or for certain types of commercial installations that are not exposed to heavy traffic. This tile is secured to the floor with mastic in the usual manner.

AB14270—HILTON—BOOTH NO. 129—HOME LAUNDRY—Hamilton Manufacturing Co., Home Appliance Division, Dept. AB, Two Rivers, Wis. The all-new automatic washer, at the left, features soil-seeking water action and completely flexible washing cycle with agitator washing and overflow rinsing. The redesigned original automatic clothes dryer, at the right, utilizes patented Carrier-Current Air Circulation, Fabri-Dial variable temperature control, 130-Minute Timer and Hi-Power Exhaust. Dryer is available in gas and electric models.



AB14060—SHERMAN—BOOTH NO. 309—OUTLET UNIT—The Wiremold Co., Dept. AB, Hartford 10, Conn. This multi-outlet raceway, Plugmold 2000, provides outlets for residential and commercial buildings. System is installed in a continuous run; receptacles are pre-wired in 50-foot lengths, eliminating connections between short lengths. Outlet shown is 6 inches on centers; other spacings available are 30 inches and 18 inches on center. Also made are duplex constant service outlets and duplex 3-wire outlets.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

On the level... the best... like MALTA window units ...is important!

Buying a home is the biggest single purchase the average American family will ever make. To pay for that home will take at least ten to fifteen percent of the buyer's net lifetime earnings. It's only natural for him to demand that you, the builder, use only the highest grade materials.

In every industry, every type of product, there is always one outstanding symbol of quality. Like "Sterling" on silver, the name "MALTA" on wood window frames and units means there is nothing better.

Architects and builders who specify and use MALTA windows will benefit from steadily increasing customer satisfaction. See your nearest MALTA dealer or write for complete details.

it's important to see the Best!

THE Malta MANUFACTURING COMPANY

MALTA, OHIO

VISIT MALTA during the convention

N. A. H. B.

BOOTH 404
Hotel Sherman

Supreme Quality Since 1901

Member Ponderosa Pine Woodwork Assn., and N.W.M.A.

HOUSES SELL FASTER WITH CEDAR Lined Closets

WHEN YOU USE BROWN'S SEAL—PACKAGED

SUPERCEDAR

THAT COSTS LITTLE

OR NO MORE THAN PLASTER!

With SUPERCEDAR you can eliminate the cost of plastering and painting of closet interiors—AND add the romance, beauty and fragrance of customer-appealing cedar! Imagine being able to include genuine cedar lined closets in your homes for practically nothing extra in cost!

SUPERCEDAR is aromatic red cedar—90% Red Heart with 100% oil content. Can be installed over open studding, thus saving time and money in closet construction. Your closets take on a "custom-built" appearance that will appeal to both men and women. SUPERCEDAR, nationally-advertised, is factory packed in 4 and 8-foot bundles.

Immediately Available

Sold Through Building Suppliers Everywhere

FREE Closet Planning Booklet! Write to...

GEORGE C. BROWN & CO.

This year, take a tip from the Snyders

(AND SELL HOUSES FASTER)

National Award for their G-E "Young America" houses—Louis and John Snyder (above) won a 1952 *Practical Builder* award. Their G-E equipped homes were an outstanding *merchandising* success.

New 1954 General Electric

G-E REFRIGERATORS

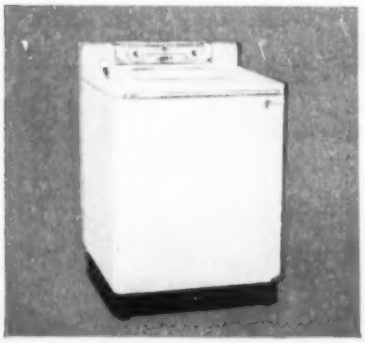
New, revolving shelves in Models LH-121L and LM-100L put all foods at your fingertips! Seven new models—new inside and out. Many wonderful features. (Model illustrated: LH-121L)

G-E RANGES

24-inch Spacemaker has oven that holds meal for 24. Focused Heat broiler, 5-heat pushbuttons, oven timer, 4 surface cooking units—one EXTRA-Hi Speed. (Model illustrated: J-245)

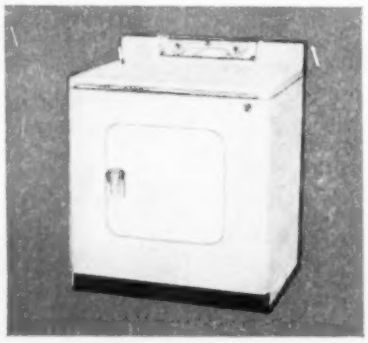
G-E AUTOMATIC ELECTRIC SINK

Pre-plumbed for quick, easy installation. Electric sink is standard 48-inch width. Separate undercounter model dishwasher available in 24-inch width.



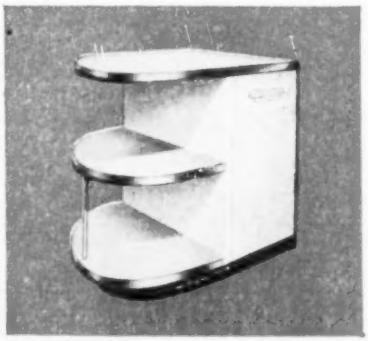
G-E AUTOMATIC WASHER

Has Activator® Washing Action women want. You can turn out the whitest, brightest wash. Outstanding value. Priced to your builder budget—installs flush to the wall. (Model illustrated: WA650L)



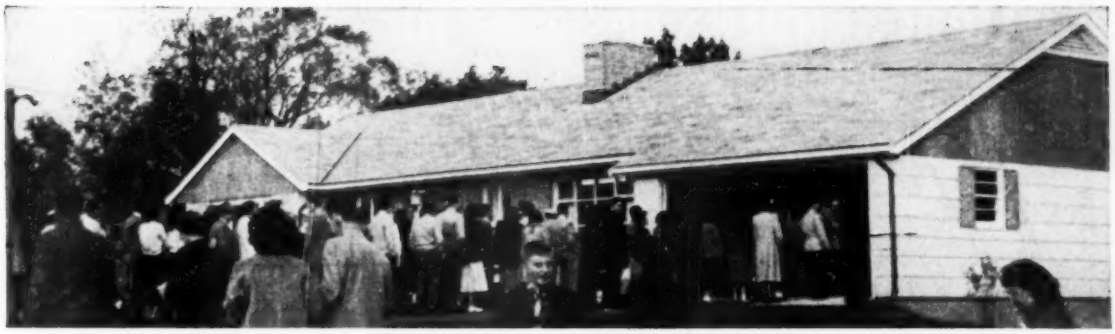
G-E AUTOMATIC DRYER

More than just a dryer, it's a *clothes conditioner*. Dries some clothes for immediate wear. New Automatic Sprinkler dampens clothes for perfect ironing. (Model illustrated: DA621L)



NEW G-E SERIES K STEEL STORAGE CABINETS

New G-E series K Cabinets blend with the new matched line of General Electric appliances. White baked-on enamel; resistant to rust.



5000 people visited their "Young America" house opening day.

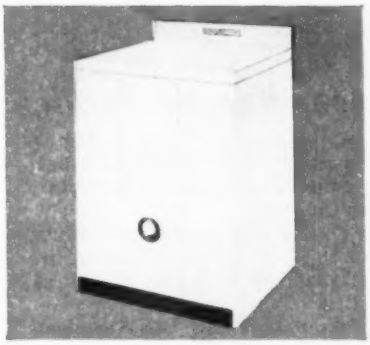
Again in 1953, the Snyders of Long Hill, Connecticut, have erected a G-E "Young America" model home, and again it is a *proved* success—*5000 visitors the first day!*

The new 1954 "Young America" Space-Maker Home Program will be announced at The NAHB Convention in Chicago. G-E builder specialists will work with you, place at your disposal all the planning and promotion services of the G-E Home Bureau which have been so successful for other builders.

"Space-Maker" builder line!

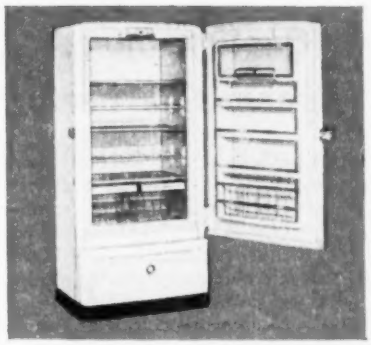
G-E DISPOSALL®

New Model FC-20 is designed especially for builders, at special low price. De Luxe Models FA-4 and FA-45 also available. *All* G-E Disposall models are designed for easy installation.



G-E WATER HEATERS

New, top-connecting table-top model is designed to save installation costs. All connections are located at top of tank for easy installation. Up to 82-gallon capacity. (Model illustrated: HG40-7A)



G-E FOOD FREEZERS

New 15- and 11-cubic-foot UPRIGHT freezers take little space. Also available in 11- and 7-cubic-foot chest-type models. Many new exciting features. (Model illustrated: HU-15)

Start selling your houses faster!

Isn't it time you took a good look at the facts, and the new, General Electric 1954 line?

Start selling your houses faster—just as many other alert builders are doing, from coast to coast. Get the facts today.

See your local G-E distributor or write to the Home Bureau, General Electric Company, Louisville 2, Kentucky.

See the 1954 G-E exhibit at the 1954 NAHB Convention—Booth Number 97.
Also at the G-E permanent exhibit, Merchandise Mart—Room 1117.

GENERAL ELECTRIC

FLOOR SANDERS designed for 1954 Markets!

Quality, Speed, Dependable Performance, Nearby Service

Your customers today are more "choosey"—they demand the best job possible for their building and remodeling dollars. This points up the need for modern machines on the job.

Use AMERICAN—and you can do the finest work on floors! Highest production—with American Super 8 and its teammate, the new American Spinner—help you stay on top with high output in these competitive times.

Now more than ever you need the *finest* machines. Buy American and increase your profits with *dependable* sanders that produce *quality* work at *greatest speed.* Let us demonstrate these great American Machines on your next job—see for yourself how American can save you time, labor and money! Of course, no obligation.

AMERICAN

Performance Proved MACHINES . . . Nation-wide SERVICE

☐ Floor Sanders ☐ Floor Edgers ☐ Maintenance Machines ☐ Abrasives ☐ Seals, Finishes ☐ Saws ☐ Wet or Dry Vacuum

The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio
Send latest catalog on the above.

Name_____

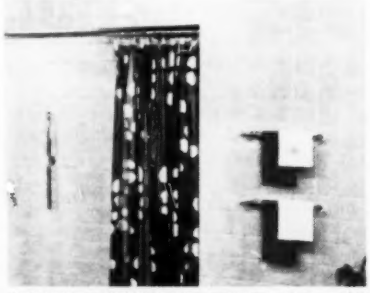
Street_____

City_____ State_____

....PRODUCTS EXHIBIT

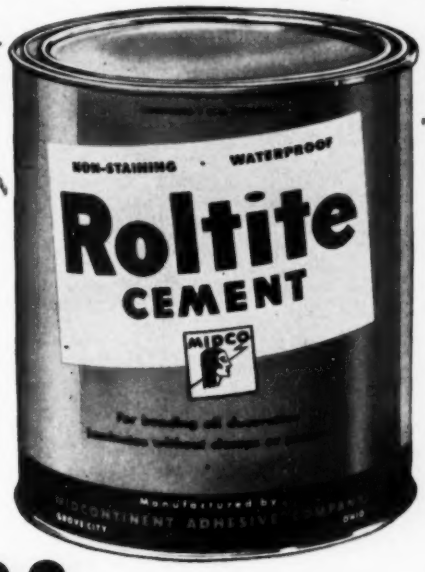
AB14254—SHERMAN—BOOTH NO. 356—TUBULAR POST—The Sawhill Manufacturing Co., Dept. AB, Sharon, Pa. The adjustable Red-I-Post was designed to readjust the inequities of sagging floors in the home, barn, warehouse or garage. Easy to install and permanent, the Red-I-Post fits any basement, helps to eliminate cracked plaster and sticking doors. The post shown adjusts from 5 feet 5½ inches to 8 feet 4 inches. Other sizes are available. The company also produces clothes posts, mailbox and lantern posts.

AB14174—SHERMAN—BOOTH NOS. 310-311—AIR CONDITIONER—Remington Corp., Dept. AB, Auburn, N. Y. The "Leader" console unit, available in 1 and 1½ h.p. models, is recommended for commercial or industrial use, remote or built-in home installations, custom built enclosures. Where water and drainage are a problem, air-cooled units may be used, singly or in multiple, in place of heavier equipment. Water-cooled models preferable where openings to outside air supply are unavailable. Units supplied for AC and DC.



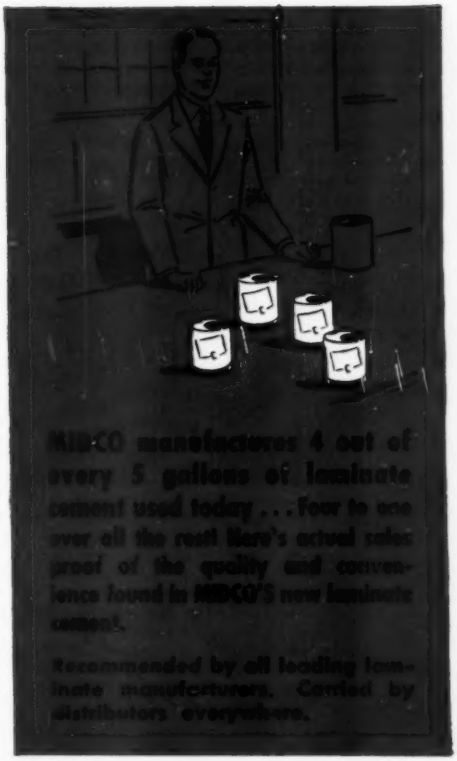
AB14267—SHERMAN—BOOTH NO. 410—PLASTIC WALL TILE—Hachmeister-Inc., Dept. AB, Box 357, Pittsburgh 30, Pa. A new Coronet Plastic Wall Tile has been introduced which is 4¼ inches square and conforms to the commercial standards of the S.P.I. A water-seal flange and a new knife edge enters the cement without resistance and forces the cement under the water-seal flange, assuring a positive waterproof tile wall, safe for shower areas and tub recesses. Tile is available in 18 pastel marbleized and plain colors.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*



Roltite Cement...

the **only** laminate cement approved by **all** laminate manufacturers



That's right! Now *every* leading plastic laminate manufacturer has put a stamp of approval on Roltite. For the first time in the history of the industry a cement of this type has been approved by all. So, please pardon our pride.

Up till this time, the laminate industry has grappled with the problems of heavy presses, clumsy clamps and slow-type cements taking hours to get a permanent bond between laminates and base surfaces. In-the-shop jobs have been tedious and costly. Tricky, on-the-job applications have been impossible. At last, MIDCO has licked both problems. The new miracle cement — Roltite — gives a permanent bond in a matter of seconds *without sustained pressure!* There's no need to tell you how that revolutionizes the field of laminate application.

Here's a cement you should be handling. There are whole new fields . . . new profits open for you. Find out more about Roltite — the *first* cement of its type approved by all leading laminate manufacturers. Send this coupon for a free Roltite handbook, today . . .

MIDCONTINENT ADHESIVE COMPANY
Grove City **Dept. A** **Ohio**

Please send me the new, free handbook on industry-approved Roltite cement.

Name_____

Address_____

City_____ State_____

THE NEW Wedge Tight
calder
OVERHEAD GARAGE DOOR LINE
has a style and size for every need

CALDER "STURDY" DOOR

CALDER "LEVELINE" DOOR

CALDER "FLUSH" DOOR

CALDER COMMERCIAL DOOR

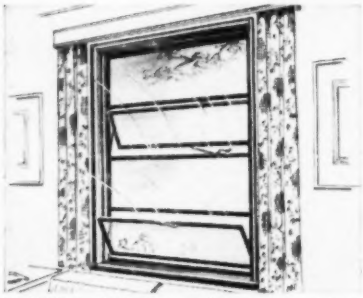
Here's a brand new line of doors that has *everything*. Made by a manufacturer with over half a century of designing and engineering experience, the new Calder doors are available in every conceivable size and style for every conceivable need. Special designs and sizes to order and for extra appeal to the customer and extra profit for you—all Calder doors can be equipped with radio controlled electric operators.

Send for complete information and our new, free, illustrated catalog.

SEE OUR CATALOG IN SWEET'S

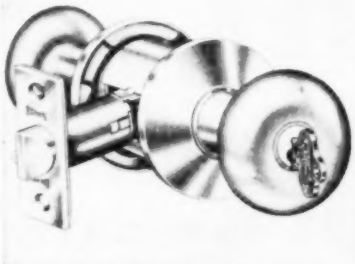
calder
MANUFACTURING CO.
LANCASTER 12, PENNA.

PRODUCTS EXHIBITS IN PRINT



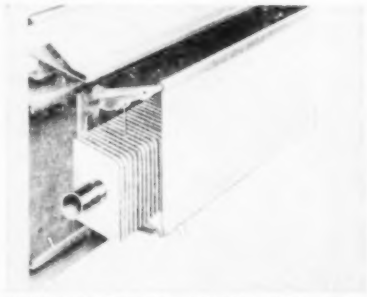
AB14011—HILTON—BOOTH NOS. 72-73 CASEMENT WINDOW—Detroit Steel Products Co., Dept. AB, 2250 E. Grand Blvd., Detroit 11, Mich. Awning-type, Residential Projected window has outswinging and inswinging vents or combination of two. Unit is hot-dip galvanized and bonderized for maintenance-free operation. It is stocked in all standard residential types and sizes. Window is also adaptable to placement of air conditioning units. Mullions are supplied for combining the windows with picture or casement units.

AB14220—SHERMAN—BOOTH NO. 343—CONTEMPORARY HOUSE—Richmond Homes, Inc., Dept. AB, Richmond, Ind. A more completely prefabricated, advanced design line of homes named "New Horizon" features a 2½:12 pitch roof, extensive window areas, integral patio and carporch. On the interior, the living room ceiling follows the roof pitch. A fireplace and other built-in details place this low-cost home in the luxury class. Increasing demand for luxury features in these homes has necessitated their inclusion in 1954 model.



AB14343—SHERMAN—BOOTH NO. 342—CYLINDRICAL LOCKSETS—Russell & Erwin Div., The American Hardware Corp., Dept. AB, New Britain, Conn. New "Homeguard" line is designed for residential construction; has features usually found in higher priced lines. Case screws are concealed behind roses. Outside rose is an integral unit cupped over lock case, a tamper-proof feature. Knob retainer located in side of knob shank for easier installation. Entrance door sets have exclusive ball bearing five-tumbler cylinder.

AB14005—SHERMAN—BOOTH NO. 428—BASEMENT DOOR—The Bilco Co., Dept. AB, 108 Hallock Ave., New Haven 5, Conn. This all-metal, permanent unit is stated to be fire- and burglarproof and weathertight. A packaged unit, it can be assembled and installed on new homes in a few minutes. The wide, direct access provided by the door offers a powerful selling point on homes that feature basement work shops, recreation rooms or extra living space. Door eliminates tracking dirt through first floor rooms, saves steps for repair- and servicemen.



AB14023—HILTON—BOOTH NO. 51—BASEBOARD HEATING—Warren Webster & Co., Dept. AB, 17th & Federal St., Camden 5, N.J. Forced hot water baseboard heating spreads heat entire length of exposed walls, replacing heat at perimeter of the building where heat loss occurs. Result is nearly same floor and ceiling temperatures without overheating. Unbroken floor line allows full length draperies and wall-to-wall carpeting. Element serves as heating unit and heating main with no need for separate distribution piping.

AB14024—SHERMAN—BOOTH NOS. 317-318—PRE-HUNG DOOR—Young Wood Products Co., Dept. AB, Novi, Mich. This unit is adjustable to all rough door openings regardless of wall construction. Door is shipped in heavy individual carton insuring safe arrival without scratches. Casings are machine-mitered and splined at factory to insure perfect workmanship. No shimming is necessary to bring rough framing and door jamb together. Door can be hung in less time than by conventional method, hangs without binding.

◆ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

USE THE FINISH THAT STARTS THE SALE!

In today's ranch-type homes, natural wood trim is often the "sizzle on the steak" . . . the feature that swings the sale. That's why hundreds of builders and architects specify Rez products for finishing indoor and outdoor woods. No other finish adds the same beauty, protection and sales appeal as Rez, and is so practical from the builder's standpoint.

Color-Toned Rez gives woods a rich, natural, soft-grained beauty in popular "California" colors: Redwood, Mahogany, Driftwood, Sage and Cedar. These are *two-coat* durable colors for exterior finish. White Rez provides a cost-saving two-step system for interior blonde finishes. Clear Rez is the perfect sealer and primer under other paints.

Rez saves time and labor. It seals wood pores, makes paint go farther . . . keeps out moisture, controls grain raise, checks warping and swelling. Used by leading builders and decorators for siding, shingles, fencing, trellis, flush doors, frames, paneling, woodwork. Next time you build, try Rez . . . the finish that starts many a sale!

Laux Rez: Reg. U. S. Pat. Off.

LAUX Rez

MONSANTO

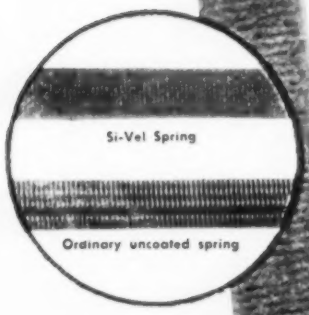
MONSANTO CHEMICAL COMPANY
MERCHANDISING DIVISION
ST. LOUIS 4, MO.

SERVING INDUSTRY . . . WHICH SERVES MANKIND

NOW.. ... Dura-seal

has

SI-VEL
(PATENT APPLIED FOR)
SPRINGS



Here's a new *exclusive* feature for Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance! Counterbalancing springs are Si-Vel processed and coated to eliminate all noises. A velvet-like finish, actually baked on the galvanized steel springs, assures absolutely *silent* opening and closing of wood windows. It's the most important window equipment development since the one-piece jamb member . . . another Zegers "first"! Get complete information on this remarkable innovation *now!* Builders, see your Lumber Dealer;—Lumber Dealers, see your Sash and Door Jobber or Millwork Manufacturer.

ZEGERS

Dura-seal

COMBINATION METAL WEATHERSTRIP SASH BALANCE

Dura-seal provides both complete weather protection and "finger-tip" window operation. The jamb member is made in one piece and its concave back surface is flexible, maintaining a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

Dura-seal provides visual and operating features that help sell homes faster! For complete information see our folder in Sweet's File.

ZEGERS INCORPORATED

8096 South Chicago Ave.
Chicago 17, Illinois

....PRODUCTS EXHIBIT

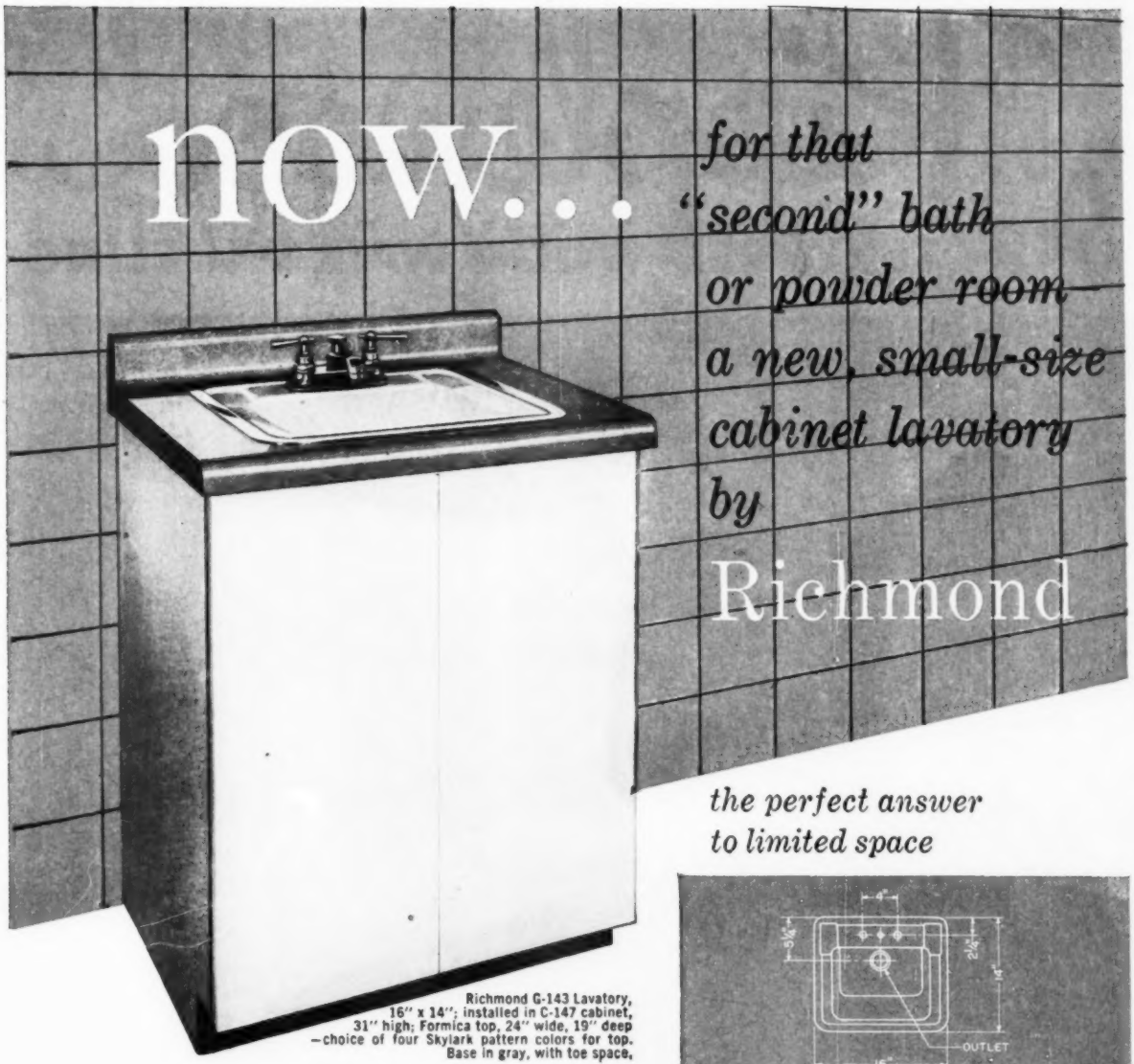
AB14150—HILTON—BOOTH NO. 32—T&G PANELING—Marsh Wall Products, Inc., Dept. AB, Dover, Ohio. "Marlite" prefinished planks and blocks are provided in two modular shapes and sizes for easy handling, fast application. Planks are 16 inches wide and eight feet long; blocks are 16 inches square; both are 3/16 inch thick. Tongue and groove joint is installed over old walls or furring strips with concealed nails or clips; no fastenings show in finished installation. Product available in four wood grains, 10 colors.

AB14339—HILTON—BOOTH NO. 14—GARAGE DOOR—Overhead Door Corp., Dept. AB, Hartford City, Ind. An improved torsion spring counterbalance assures smooth and easy operation for this door. With its multiple hinges and ball-bearing rollers, the "Overhead Door" floats on twenty points of strength. A new electric operator has been developed, with or without radio control. The unit is offered in a wide range of designs. Doors are equipped with Miracle Wedge closures and Salt Spray steel tracks.

AB14203—SHERMAN—BOOTH NO. 422—PRECISION LEVEL—The Thom-Wood Co., Dept. AB, Rockland, Mass. The Levelall is a precision leveling instrument capable of doing the work of a transit in half the time and labor with better accuracy, according to its manufacturers. The device can be used by untrained labor with accurate results. It can be used to level points for footings, concrete forms, batter boards, sills, lintels, floors, ceilings and other types of construction. The device is fast, easy to operate, accurate and economical.

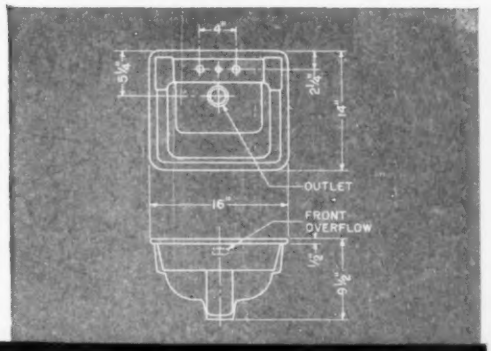
♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

now... *for that "second" bath or powder room a new, small-size cabinet lavatory by* Richmond



Richmond G-143 Lavatory, 16" x 14"; installed in C-147 cabinet, 31" high; Formica top, 24" wide, 19" deep —choice of four Skylark pattern colors for top. Base in gray, with toe space.

the perfect answer to limited space



This new cabinet-type lavatory measures just 16" x 14" over-all—provides the perfect answer to limited space in the "second" bath or powder room. Of gleaming, lifetime vitreous china, in Richmond's famous "whiter-white" or any of five decorator colors. Front overflow, anti-splash rim, twin soap dishes. Lavatory supplied separately, or installed in handsome C-147 cabinet.

for further information, send off the coupon, or check your wholesaler.

RICHMOND

Richmond Radiator Co.
Affiliate of Reynolds Metals Co.

Richmond Radiator Company • Box 111, Metuchen, New Jersey
Please send me more information and literature on the new, small G-143 lavatory. No obligation, of course.

AB-1

NAME .....
COMPANY .....
ADDRESS .....
CITY ..... ZONE ..... STATE .....
We are ☐ plumbing wholesalers ☐ plumbing contractors ☐ building contractors.

Ripplewood

TEXTURED WOOD WALL PANELING

Brilliant settings in G-P Ripplewood Knotty are the feature attraction in model homes from coast to coast.

GEORGIA—PACIFIC

PLYWOOD COMPANY

DEPT. AB-1, 270 PARK AVENUE, NEW YORK 17, N. Y.

BUYERS LOVE ITS LUXURY LOOK
BUILDERS CHEER ITS LOW COST

Here's a bargain in buy-appeal! It's G-P Ripplewood, genuine wood wall paneling with beauty that is excitingly different . . . a rich sculptured texture and swirling grain pattern that makes prospects say, "That's for me!" Ripplewood's low cost and ease of installation and finishing have won new friends among economy-minded builders everywhere.

A prominent New Jersey builder found G-P Ripplewood so helpful in selling 170 homes that he plans to use it in 400 additional dwellings. A Connecticut project builder is featuring G-P Ripplewood in a large home development. Not only was his material cost surprisingly low, but he estimates his one-coat stain finishing cost to be as little as $20 per room. That's the kind of record G-P Ripplewood is making all over the country. That's why more builders every day are discovering that G-P Ripplewood helps turn prospects into buyers . . . helps sell homes faster. See your local Georgia-Pacific dealer or mail coupon for complete data.

ONLY G-P Ripplewood Gives You All These Features!

Genuine Wood • Rich Texture • Distinctive Style • Low Cost • Carton Packed for Extra Protection • Easy Installation • Factory Primed for Easy Finishing • Available in 4' x 8' panels and 12" and 16" squares.

G-P RIPPLEWOOD SCORES WITH NEW YORK BUILDERS

Irvin Wanderman and Louis Schiff say, "G-P Ripplewood created a wonderful sales reaction for us. We finished it with one coat of stain. The recreation room in Ripplewood has caused much comment and been a real asset in our community of homes, Bonnie Meadows at Scarsdale, New York."

Free! Builders Fact File—
Send for handy kit of G-P Ripplewood literature—specifications, sales features and other useful data.

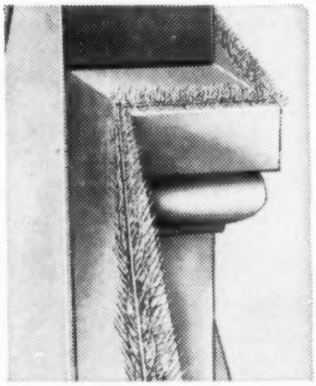
Georgia-Pacific Plywood Company
Dept. AB-1, 270 Park Ave., New York 17, N. Y.
Please send me the G-P Ripplewood Builders Fact File

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

strictly for the birds!

Nixalite

RIDS BUILDINGS OF BIRDS



ENDS BIRD SPATTER

Pigeons, starlings and other birds will not land nor roost where NIXALITE is installed.

NIXALITE can be installed forwards, backwards, up, down, around curves, joined at sharp corners, on cables or any narrow, angular, curved or other type surface and on any kind of construction or material.

Stores; office, apartment and public buildings; homes; churches; signs and other places obnoxious birds land or roost all need the protection of NIXALITE.

NO UPKEEP.
NOT NOTICEABLE. 100% EFFICIENT.

Write for "Illustrated Installations" giving name of your distributor.

NIXALITE COMPANY OF AMERICA

115-119 W. Third St., Davenport, Iowa, U.S.A.

....PRODUCTS EXHIBIT

AB14269—SHERMAN—BOOTH NOS. 323-324—HEATER-AIR CONDITIONER—Surface Combustion Corp., Janitrol Div., Dept. AB, Toledo, Ohio. The new combination winter and summer air conditioners known as the Win-Sum Twins are a combination of the Janitrol gas-fired winter air conditioner and a new summer air conditioner. The Twins use the same duct system and a damper control permits only one of the units to operate at a time. Builders can install the winter air conditioner immediately and the summer unit at a later date.

AB14332—HILTON—BOOTH NOS. 153-154—CABINET HARDWARE—American Cabinet Hardware Corp., Dept. AB, 416 S. Main St., Rockford, Ill. New addition to the Amerock line of Colonial cabinet hardware is the magnetic bar latch, illustrated. A powerful Alnico-5 magnet has floating action for positive contact to hold cabinet doors securely. Latch has no moving parts and is stated to last a lifetime. Finish is either Colonial Black, Antique Copper or Swedish Iron. Latch is said to be easy to install on new or old cabinets.

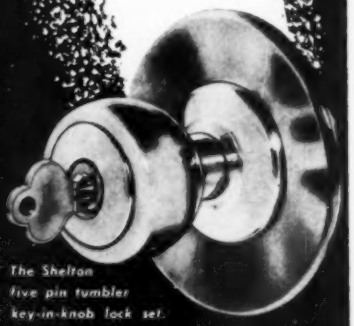
AB14137—HILTON—BOOTH NOS. 145-146—RADIANT PANEL TUBING—The American Brass Co., Dept. AB, 25 Broadway, New York 4, N.Y. Preformed grids are made of 3/8-inch Type L copper water tube. Each panel grid contains approximately 50 linear feet. At normal six-inch spacing along the center line, the PG is rated at 1,800 Btu's and at this spacing measures about 56" wide by 60" long—serving a ceiling area of about 30 square feet. One end of the unit is expanded so that the grids are easily solder-connected in series without fitting.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

HARLOC

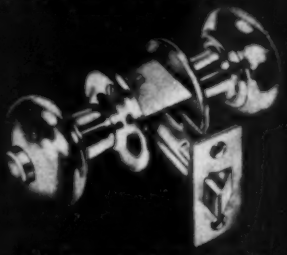
Pacemaker

offers you **RIGHT NOW** factory pre-assembled **LATCH AND LOCK SETS** for every door



The Shelton five pin tumbler key-in-knob lock set.

Harloc Pacemaker is beautifully styled and precision-built for a lifetime of satisfaction. Factory pre-assembled, it is easy to install in three simple steps. Entirely free of die-casting, Harloc Latch and Lock Sets have built-in quality that is easy to recognize.

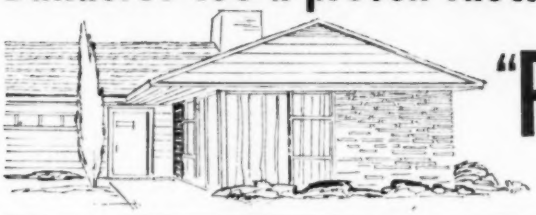


The Pacemaker Barloc—for bath and bedroom doors—completely automatic push-button-in-knob lock set.

Write for literature and prices.

HARLOC PRODUCTS CORPORATION, NEW HAVEN, CONN.

Builders! It's a proven fact!



"Plug-In" Strip sells homes*

Modern lighting is one sure way to build value into your homes. But there's another great sales builder available for only a few cents more . . . National Electric "Plug-In" Strip, the modern, permanent multi-outlet wiring system.

Safe, strong, streamlined, "Plug-In" Strip means real electrical convenience by providing all the outlets your prospect will ever need—where he wants them.

Here's why—he gets:

- A spread of electrical outlets every 18" all around the room . . . for lamps, appliances, radio, TV.
- Outlets every 6" for kitchen work centers.
- A choice of electric service—Type CF-2 for constant service; CF2-G for grounding equipment; CF-3 for both constant service and automatic switch control.

Give *your* houses new sales appeal and electrical convenience with National Electric "PLUG-IN" STRIP. Write us for details. It's listed by Underwriters' Laboratories, Inc.

*

In Reading, Pa.'s "all-electric" house National Electric "Plug-In" Strip drew more approving comments than any of the other convenience features of the home.

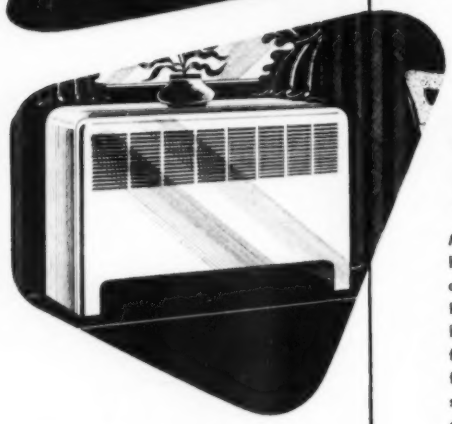
EVERYTHING IN WIRING POINTS TO

National Electric Products

PITTSBURGH, PA.

3 Plants • 7 Warehouses • 34 Sales Offices

For warmth...and Beauty

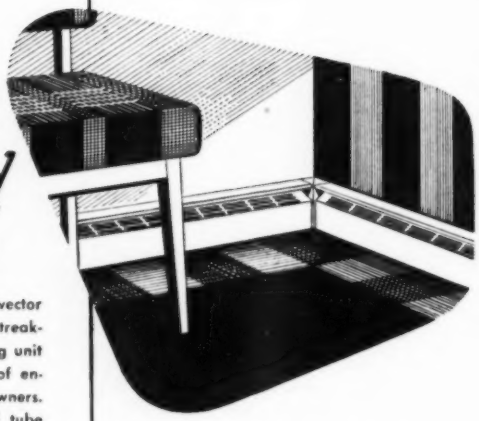


Bush Convectors

Modern heating at its best! Builders have discovered the many advantages of the Bush line of convectors. . . . Recessed convectors maintain clean, unbroken lines of modern rooms, preserve free floor space. Aluminum and copper finned elements promote quicker response to heat needs, mean greater economy of operation. Placed under windows, these units diffuse a blanket of heat at such "cold spots". They insure draft-free as well as dust-free heating.

Rounded corner cabinets (prime coated) blend with any construction, any interior design. Elements for steam or hot water. Units from 16 to 64 inches long, 4 to 10 inches deep, 20 to 32 inches high.

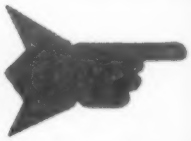
Bush Baseboard Radiation



Bush Baseboard, like Bush Convector radiation, eliminates "wall streaking". Here is a modern heating unit built to satisfy the demands of engineers, builders and homeowners. Aluminum and copper finned tube elements mean economy of operation, quick response to heat needs. Uniform heat spread along the outside walls eliminates concentrated blasts of heat and consequent drafts and dust.

Available in flush or recess type for use with either hot water or steam. Coils available in aluminum and copper or all steel. Light in weight, neat in appearance, Bush Baseboard Radiation assures convenience and flexibility to the builder, comfort and eye-appeal to the homeowner.

Write for free bulletins on baseboard radiation and convector radiators.



THE BUSH MANUFACTURING CO.
West Hartford 10, Connecticut

Send me complete information on your Baseboard and Convector lines.

NAME _____

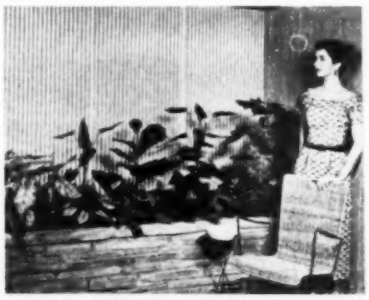
STREET _____

CITY _____ STATE _____

BUSH MANUFACTURING COMPANY WEST HARTFORD 10, CONN.

....PRODUCTS EXHIBIT

AB14009—SHERMAN—BOOTH NO. 305—SAFETY STAIR—Huntington Industries, Inc., Dept. AB, 2368 Prospect St., Memphis, Tenn. Fingertip control of patented spring balance provides smooth opening and closing of this stair without undue strain. Counterweights or slides are eliminated. Assembly needs no adjustment and cannot come loose. Tension can be easily tightened without removing unit from position. Spring assist on the lower section eliminates all effort in folding. Stair meets FHA safety requirements.



AB14338—HILTON—BOOTH NO. 275—FIBER GLASS PANEL—Corrulux Division, Libbey-Owens-Ford Glass Co., 410 Holmes St., Houston 25, Texas. Corrulux panels are designed for daylighting purposes as well as for decorative uses. They transmit light freely, but their translucence screens vision. Panels are made in standard corrugations to nest with metal or asbestos; they can be installed in existing buildings by removing a sheet of metal or asbestos and replacing it with Corrulux, fastening in the same manner.

AB14222—HILTON—BOOTH NOS. 295-296-297—AWNING WINDOW—Industrial Machine Tool Co., Inc., Dept. AB, 301 S. Oak St., Fenton, Mich. This awning window uses Goodyear vinyl weatherstripping both on the outside perimeter for each operating vent and on the inside of the frame. It is so designed that it resists and deflects any wind pressure when vents are in closed position. All corners of frame are mitered and flash welded with exposed surfaces dressed smooth. Inside face of frame has no protrusions of any kind.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

Another reason why it's FUN* to be in business with LOCKWOOD

The *double* hollow back of Lockwood Oak Flooring enables the layer to put down a *solid* floor. And, too, the *double* hollow back never requires *shimming up* when ripping is necessary for the final run in any room or area. This feature together with eased edges and *nailing groove* on top of tongue speeds up laying and finishing... *saves up to 35% in these costs!*

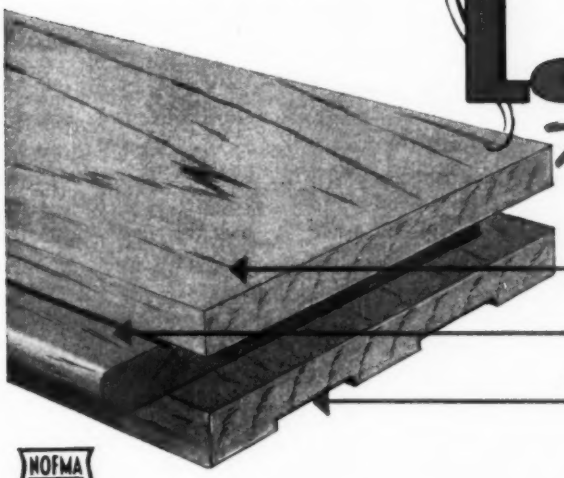
*Ready sales acceptance! No complaints or comebacks! You do business without headaches with Lockwood Oak Flooring!

AT YOUR LOCAL DEALERS

MOUNTAIN-GROWN

Lockwood

Tempered OAK FLOORING



Precision milling requires minimum sanding.

Nail groove makes laying faster, cheaper.

Double hollow back lays solid, saves shimming up.

NOFMA CERTIFIED OAK FLOORS

CLOUD

OAK FLOORING

COMPANY

Springfield, Mo.

Perfect Kiln-Drying

Cloud's compartment, cross-circulation fan-type kiln-drying is the only method for perfect kiln-drying!

QUALITY OAK FLOORING SINCE 1926

This is the beautiful new Capri featured in our Golden Opportunity Program. Ask for details.

If, as the statisticians tell us, the woman is 84% of the decision factor in choosing body style, color and upholstery in automobiles, how much of a decision factor is she in choosing the family home?

Actually, the average woman has made it her business to know a great deal about homes and practically every home you build has to pass a jury of several or many women whose wants are quite well defined.

They want comfort and convenience, of course, and quality and value as a matter of common sense. And, most definitely, they want style—style that they'll be happy to live with and proud to show off; style to bring compliments from arriving guests and charm them from room to room; style that doesn't neglect the rear elevation or the inconspicuous gable; style that wears well because it is sound, and satisfies because it is beautiful.

When a woman finds a home like this, she's quick to say "Yes" because it's what she wants. And that's exactly why we include all of them in Modern Homes—comfort and convenience, quality and value and, genuine custom styling of outstanding distinction.

Maybe you should investigate the opportunity of building fine Modern Homes in your community. Why not give us a call at LUzon 4-1550.

MODERN homes corp.

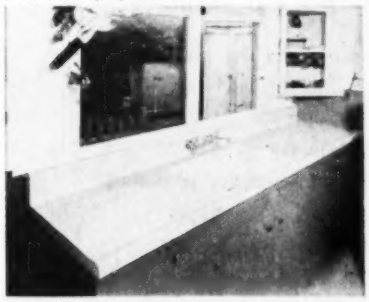
7744 GREENFIELD ROAD • DEARBORN, MICHIGAN

Manufacturing plants at Dearborn, Michigan and Port Jervis, New York

....PRODUCTS EXHIBIT

AB14007—HILTON—BOOTH NOS. 225-226—COOKING UNITS—Chambers Corp., Dept. AB, 2464 N. Meridian St., Indianapolis 8, Ind. "Built-In" gas ovens and cooking tops in antique copper finish can be installed in standard or custom kitchen cabinets, wood or metal, to save steps, space and time. Manufacturer's "In-A-Wall" oven uses only ten minutes of gas for one hour of cooking; food finishes automatically on retained heat. Oven provides convenient cooking at waist-high level, eliminating stooping. Antique copper finish harmonizes with any kitchen.

AB14300—SHERMAN—BOOTH NOS. 340-341—DRILL KIT—Stanley Tools, Dept. AB, New Britain, Conn. A new drill kit for the handyman, the Model H10 is supplied with a quality ¼-inch drill to do a variety of jobs around the home. Kit also includes a paint mixer, polishing bonnet, three sanding discs, three twist drills, rubber back-up pad and metal carrying case. Weight of the kit is 5½ pounds, so it may be easily carried about for drilling jobs, sanding of furniture and numerous other home projects.



AB14128—HILTON—BOOTH NOS. 202-203—COUNTER TOP—Formica Co., Dept. AB, 4614 Spring Grove Ave., Cincinnati 32, Ohio. Each "Plasticove" top is tailored to specifications and with near-invisible seaming, virtually any desired length or width or backsplash height can be obtained. This new method of coving is now adapted to drainboards and counter tops with much success. "Plasticove" is the trade name given to the material and is made simply by curving decorative Formica by means of a heat process.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

Builders from coast to coast are making Sales and Profits with

PARENTS' MAGAZINE HOMES!

PARENTS' MAGAZINE Home #11. Above, Park Forest, Illinois. Inset, model homes in Pittsburgh, Pa., and Miami, Fla.

Two-thirds of all new homes are built or bought by families with children!

PARENTS' MAGAZINE homes have been built all over America. As a direct result of the magazine's continuing editorial program on behalf of home building, thousands of sets of working drawings have been purchased from PARENTS' MAGAZINE by individual families and by builders. And these homes, designed to meet the specific needs of families with growing children, have been built in every state of the Union!

YOU, TOO, CAN PROFIT FROM PARENTS' MAGAZINE'S HOUSE No. 11!

Already constructed in Park Forest, Ill., Pittsburgh, Pa., Miami, Fla., and scheduled to be erected in Jackson, Miss., and Seattle, Wash., this house is engineered for economical construction by individuals, and is adaptable for large-scale home builders and developers of sub-divisions. Participation in this home program is a great selling opportunity both for home builders and for home equipment manufacturers. Ask for details!

Visit Booth 86 NAHB Convention, Conrad Hilton Hotel

From: Emil J. Gould, Housing Engineers of Florida, Miami, Fla.
"...The public's reaction to the home has been very good indeed, and I am very satisfied with the results. For the family with children, it is excellent. This is the practically unanimous opinion of the people who have been visiting the house. This has been the finest home promotion we have undertaken. The tie-in with Parents' Magazine was very helpful."

From: I. S. Rushkin, Park Forest Homes, Inc., Park Forest, Ill.
"...Extent to which interest was aroused...before any publicity or advertising, more than 50 applications for the Parents' Magazine House. Giving consideration to building additional houses elsewhere."

From: P. C. Coochel, Equitable Gas Co., Pittsburgh, Pa.
"...Parents' Magazine house one of the outstanding events in Pittsburgh area...most effective All-Gas House Promotion ever staged in Pittsburgh. Mr. Al Singer and all those associated well pleased...having continued good crowds."

SEND TODAY FOR DETAILS ON HOW YOU CAN PROFIT WITH PARENTS' MAGAZINE'S HOME BUILDING PROGRAM!

Serves 1,500,000 Families with 3,000,000 Children ...5,000,000 Readership!

PARENTS' MAGAZINE *Family Home Department*
52 Vanderbilt Avenue, New York 17

Announcement...

CROSLEY HOME APPLIANCES
and
BENDIX AUTOMATIC LAUNDRY
join to offer builders...

ONE SOURCE

NOW— W-I-D-E-S-T PRICE RANGE
W-I-D-E-S-T PRODUCT SELECTION
OF SALES-WINNING HOME APPLIANCES

Crosley Home Appliances and Bendix Automatic Home Laundry have joined to offer the first and only complete laundry- and kitchen-equipment centers for builders. Now one source can supply all your kitchen and appliance needs and offer these added advantages:

- ★ **Widest price range in the market**
- ★ **Only complete line of kitchen and laundry equipment**
- ★ **Co-ordinated delivery service**
- ★ **Expert kitchen and laundry planning**
- ★ **Sales-tested advertising help**

CROSLEY-BENDIX-EQUIPPED HOMES SELL FASTER

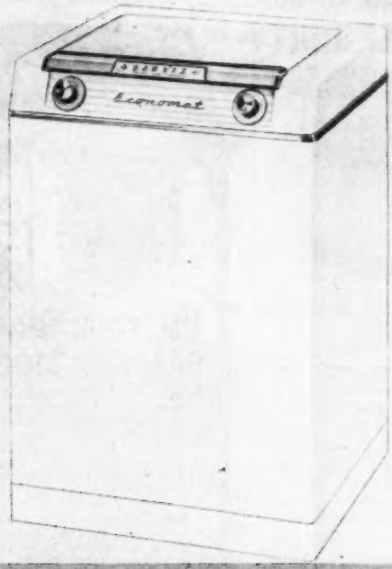
55,000 Sales

James Price, President of National Homes Corp., and his associates have more than 55,000 sales behind them. They know what makes homes sell, and their new homes are equipped for sales with Crosley Kitchens and Bendix Home Laundry Equipment.

Sells whole cities at a time

William Levitt—successful builder of the famous 17,000-home Levittown, Long Island—found that Bendix Washers were so attractive to home buyers, he is choosing Bendix again for his new 16,000-home Levittown, Pennsylvania!

Beidler-Vikan
Manhasset, N. Y



BENDIX ECONOMAT—

the washer that does everything any automatic washer can at lower cost to you. Gives you the famous sales-making Bendix name!

FAMOUS BENDIX DUOMATIC—

first and only washer-dryer on the market. Makes it possible to offer a complete laundry in only 36″ of space!

FOR ALL KITCHEN, APPLIANCE AND LAUNDRY NEEDS

COMPLETE CROSLEY KITCHEN—

the kitchen that gives homes real sales-appeal. Matching Crosley appliances . . . sinks . . . cabinets are all designed to provide smart, step-saving, scientifically planned kitchens in any space.

For more information contact your nearest Distributor

APPLIANCE AND ELECTRONICS DIVISION

CROSLEY AVCO BENDIX

APPLIANCES • TELEVISION • RADIO

AUTOMATIC HOME LAUNDRY

Veni-flex

WOVEN WOOD SLAT
FOLDING DOORS

LEND THAT

decorator's touch

AT LESS THAN THE COST . . .

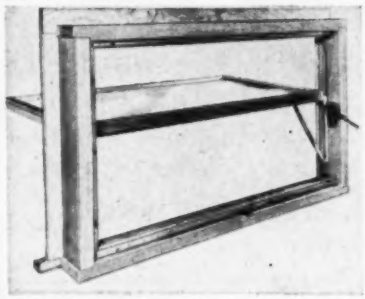
of old-fashioned doors! And wise builders know this look of fine finishing is often the touch that makes the sale. Made of top-grade basswood slats, Veni-Flex doors offer quality, plus ease and economy of installation, durability, privacy with ventilation, and important space-saving features. Available in stock sizes . . . 8 colors or natural wood . . . no floor track necessary. Choose Veni-Flex, the door of many uses!

See the Veni-Flex Door Exhibit at the NAHB 1954 CONVENTION and EXPOSITION

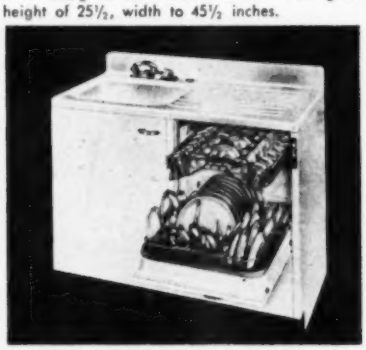
Conrad Hilton Hotel—Exhibit Space No. 257
3rd Floor Exhibit Area

CONSOLIDATED VENETIAN BLIND COMPANY
A Division of
CONSOLIDATED GENERAL PRODUCTS, INC.
24th and Nicholson Houston 8, Texas

....PRODUCTS EXHIBIT



AB14296—SHERMAN—BOOTH NO. 371 —VENT PANEL ACTUATOR—Grand Rapids Hardware Co., Dept. AB, Grand Rapids 2, Mich. The new Grand Rapids "Ven-Trol-Gear" swings ventilating panels outward and downward to any degree of opening. It opens and closes windows weighing up to 40 pounds with a minimum of effort. The mechanism is an integral part of the window and thus eliminates problems pertaining to wall thickness and trim. Designed for wood windows with glass height of 25½, width to 45½ inches.

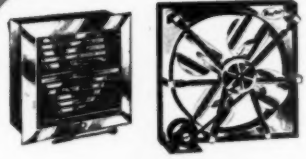


AB14063—SHERMAN—BOOTH NO. 357 —BUILT-IN DISHWASHER—Hobart Mfg. Co., Dept. AB, Troy, Ohio. Kitchenaid Home Dishwasher double power-rinses and dries dishes, glasses, pots and pans. Jeweled indicator lights when automatic control is on. Wash and two power rinse cycles require 11½ minutes. Fourth stage, drying, takes 23½ minutes. Water consumption for full cycle is seven gallons. Auxiliary manual control. Self-cleaning interior permits dish storage. In 24- and 48-inch sizes.

AB14209—HILTON—BOOTH NOS. 286-287-288—GARAGE DOOR—Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo 7, N. Y. The "Roly-Door" steel sectional garage door is supplied in 8x7, 9x7 and 16x7-foot models. It has reinforced construction for industrial use. Door is actuated by finger-tip control from within garage, eliminating danger from weight by snow, etc. Door cannot rattle in wind. It has no protruding hardware. Metal surfaces are protected by a durable zinc, phosphate coating.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

GRAINGER'S SUPPLY SERVICE



USE YOUR NEARBY GRAINGER STOCK

Next time you need attic fans, kitchen fans, sump pumps and other electrical items—save time and money—order from your Grainger Motor Book. You'll get fast shipping and pick-up service from your nearby Grainger Warehouse — and lowest possible prices always. Your Grainger Salesman is at your service too—let him help you. Let Grainger Service help build your sales.

DEALER CATALOG

Request on Letterhead
ADDRESS DEPT. AB-1

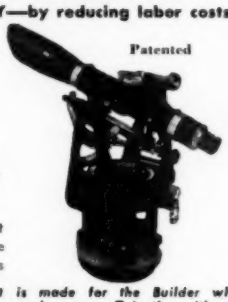
W. W. GRAINGER, INC.
46 WAREHOUSES—COAST TO COAST—SEE PHONE BOOK
GENERAL OFFICE 118 S. OAKLEY BLVD., CHICAGO 12

A Moderate Priced Instrument For High Grade Work . . .

WARREN-KNIGHT TRANSIT LEVEL

SAVE TIME—in making layouts and in giving lines and grades.

SAVE MONEY—by reducing labor costs.



Price
$285
Model 38-bF

Also made at lower price without compass

This instrument is made for the Builder who knows he can work more efficiently with up to date equipment.

NOTE THESE FEATURES:

- New internal focusing 24x telescope
- Close focus 4½ feet
- Vertical arc with clamp and tangent
- Sensitive telescope level
- Compass — 3½" needle
- Plate level
- Protected Horizontal Circle
- Vernier reading to one minute
- Extra large shift
- Sturdy construction
- U.S. Standard thread—3½" x 8 threads

For complete details write for catalogue F-41

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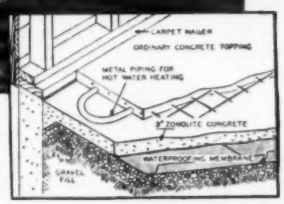
WARM DRY FLOORS

for ALL basementless construction!

NEW

ZONOLITE Vermiculite Concrete!



Under radiant heat pipes for more efficient operation and control.

Lightweight, insulated and permanent, ZONOLITE Vermiculite Concrete is ideal for roof decks, roof insulation, cavity-wall fill and insulating floors on the ground. Perfectly suited as a base for radiant heat systems...or where an exposed concrete floor is desired, ZONOLITE with a sand-concrete topping provides high insulating efficiency, cuts heat loss.

ZONOLITE Sand Concrete!

Ideal for one-pour floors on grade, lightweight upper story floors.

Resilience approaching wood floors! Use as fill over structural floors, for floor slabs over closely spaced joints, or for floor slabs on the ground. Has 4½ times the insulating value of ordinary concrete —½ the weight. Fireproof, permanent. ZONOLITE Vermiculite Sand Concrete is ideal as a base for tile, linoleum, terrazzo or carpeting—needs no topping.

ZONOLITE BRAND VERMICULITE INSULATION

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ZONOLITE COMPANY
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Please send me NEW Booklet CA-4, "Floor Slabs and Floor Fill," with complete information and specifications on ZONOLITE Vermiculite Concrete and new ZONOLITE Sand Concrete.

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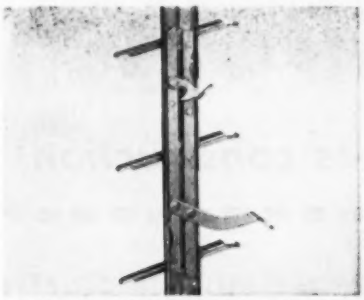
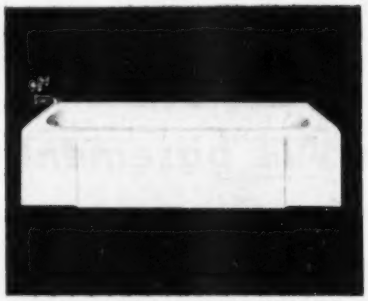
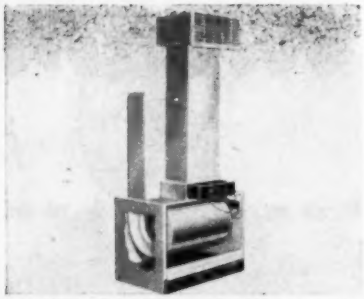
Firm.....
Address.....
City.....Zone.....State.....
☐ Architect ☐ Contractor ☐ Other.....



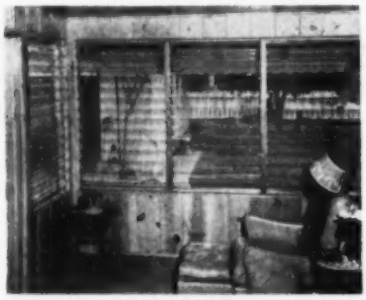
AB14001—HILTON—BOOTH NOS. 291-292—WINDOW HARDWARE—Sun Sash Co., Dept. AB, 38 Park Row, New York 38, N.Y. "Side-Seal" louvered window hardware, said to be a revolutionary improvement in the louver window industry, is made with a built-in ridge on the channel and on the louver pockets. In closed position the ridge meshes with the louver pocket to form a tight seal, insuring it against all types of weather conditions. There is no rubbing on the side of the channel, and it can take up to three coats of ordinary house paint.



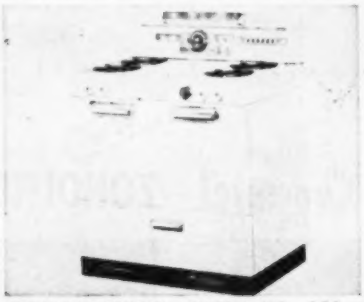
AB14156—HILTON—BOOTH NOS. 8-9—BATHTUB—Universal-Rundle Corp., Dept. AB, New Castle, Pa. A new 14-inch-high bathtub, the Meade, is a full-size five-foot recess tub incorporating a modern apron design with a wide panel seat. It provides a low-cost enameled cast iron recess tub for installation where a full 16-inch tub is not needed. Its features match those of its larger sister tubs including the recessed soap dish and multiple-coat vitrified-enamel finish available in regular white enamel, in acid-resisting white and 4 colors.



AB14257—SHERMAN—BOOTH NO. 339—KITCHEN VENTILATOR—Trade-Wind Motorfans, Inc., Dept. AB, 5725 So. Main St., Los Angeles, Calif. Model 3501 is a kitchen ventilator to be installed in a cabinet over the range. It has a scroll which houses the motor and blower units. This has improved the performance of the equipment and has streamlined the housing of the unit for better eye appeal. It also incorporates a new 4-speed switch control and has two inlets and filters, one above stove, a second at ceiling level.

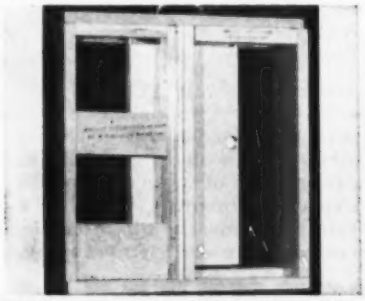


AB14347—SHERMAN—BOOTH NO. 430—LOUVER WINDOWS—Van Ness Louvre Co., Dept. AB, 8354 San Fernando Road, Sun Valley, Calif. This louver window has the roto gear box built inside the frame. Home owner can have inside or outside screens, glass installed outside or inside, with choice of extended crank or wing handle. Roto gear operator permits locking of louvers in any position. All-aluminum construction, stainless steel weatherstripping and self-adjusting glass clip holders for 3/16- or 7/32-inch glass.



AB14148—HILTON—BOOTH NO. 220—GAS RANGE—Magic Chef, Inc., Dept. AB, 1641 S. Kingshighway Blvd., St. Louis 10, Mo. New model GR63L is a deluxe medium-priced range for compact kitchens. It is an all-porcelain unit with a single-piece welded frame. It has divided cooking top, right hand oven, swing-out broiler, full length storage compartment. Top burner speed is increased with "Uni-Burner" feature; accurate oven heat is assured by precision regulator. Plastic compartment handles and custom-molded control knobs included.

AB14295—HILTON—BOOTH NOS. 60-61—WASTE DISPOSER—Given Mfg. Co., Dept. AB, Los Angeles, Calif. The "Super Hush" Waste King Pulverator models were first distributed nationally in August, 1953. They stress quieter and smoother operation, with noise and vibration absorbed at the sink mounting and drain connection. The Pulverator provides a drain outlet with wide clearance for slip-joint connection to a conventional 1½-in. trap. "P" or "S" type traps can be used for the waste line from Pulverator to drain stack.



AB14260—HILTON—BOOTH NOS. 240-241—SLIDING DOOR FRAME—Nordahl Manufacturing Co., Dept. AB, 180 W. Alameda Ave., Burbank, Calif. Sliding door frames and wardrobe hardware designed for either by-passing or pocket type installation feature easy installation and quiet operation. Hardware has nylon rollers with ball bearings; track is aluminum; has no dust-catching bottom track. May be used with any thickness of panel or door. Frames are shipped from factory as packaged units ready for immediate installation.

AB14168—HILTON—BOOTH NOS. 223-224—KITCHEN CABINETS—The Kitchen Maid Corp., Dept. AB, Andrews, Ind. Factory finished standard Kitchen Maid units feature chip-proof, rust-proof drawers. Composite construction employs aluminum and selected hardwoods. Other features include solid, flush type, resinite doors of two-ply grainless Presdwood; stiles and rails in rigid frames of seasoned hardwoods; shelves and ends of five-ply hardwood. The kitchens have countertops of plastic in a variety of colors or of stainless steel.

AB14167—HILTON—BOOTH NO. 268—ELECTRIC HEATING UNIT—Electrend Products Corp., Dept. AB, St. Joseph, Mich. This forced air home heating system circulates heat by means of electricity. The unit is in a metal duct approximately seven feet high, eight inches wide and three and one-half inches deep. One or more ducts are mounted between the studding of the walls in each room. System is automatic, with a thermostat for each unit. There are two openings per unit. Air is drawn in at ceiling, heated and returned.

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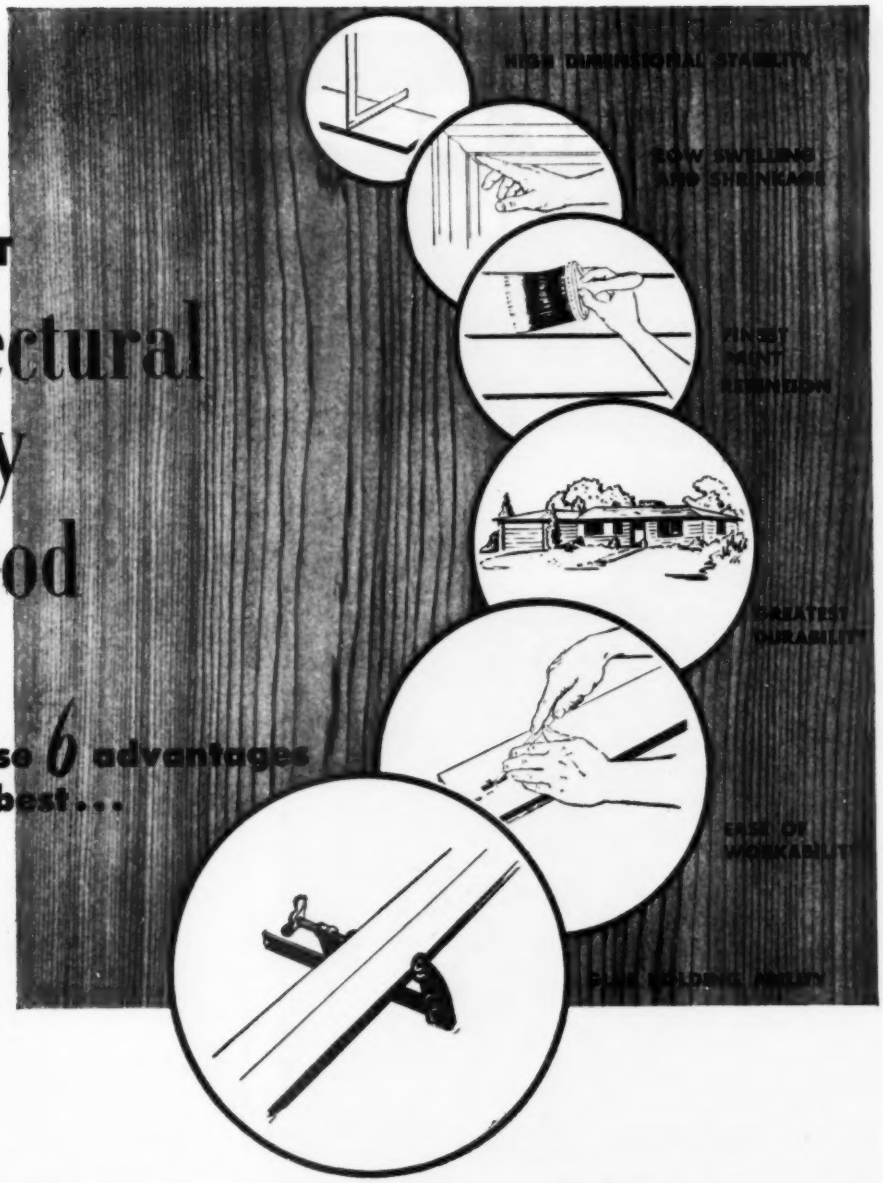

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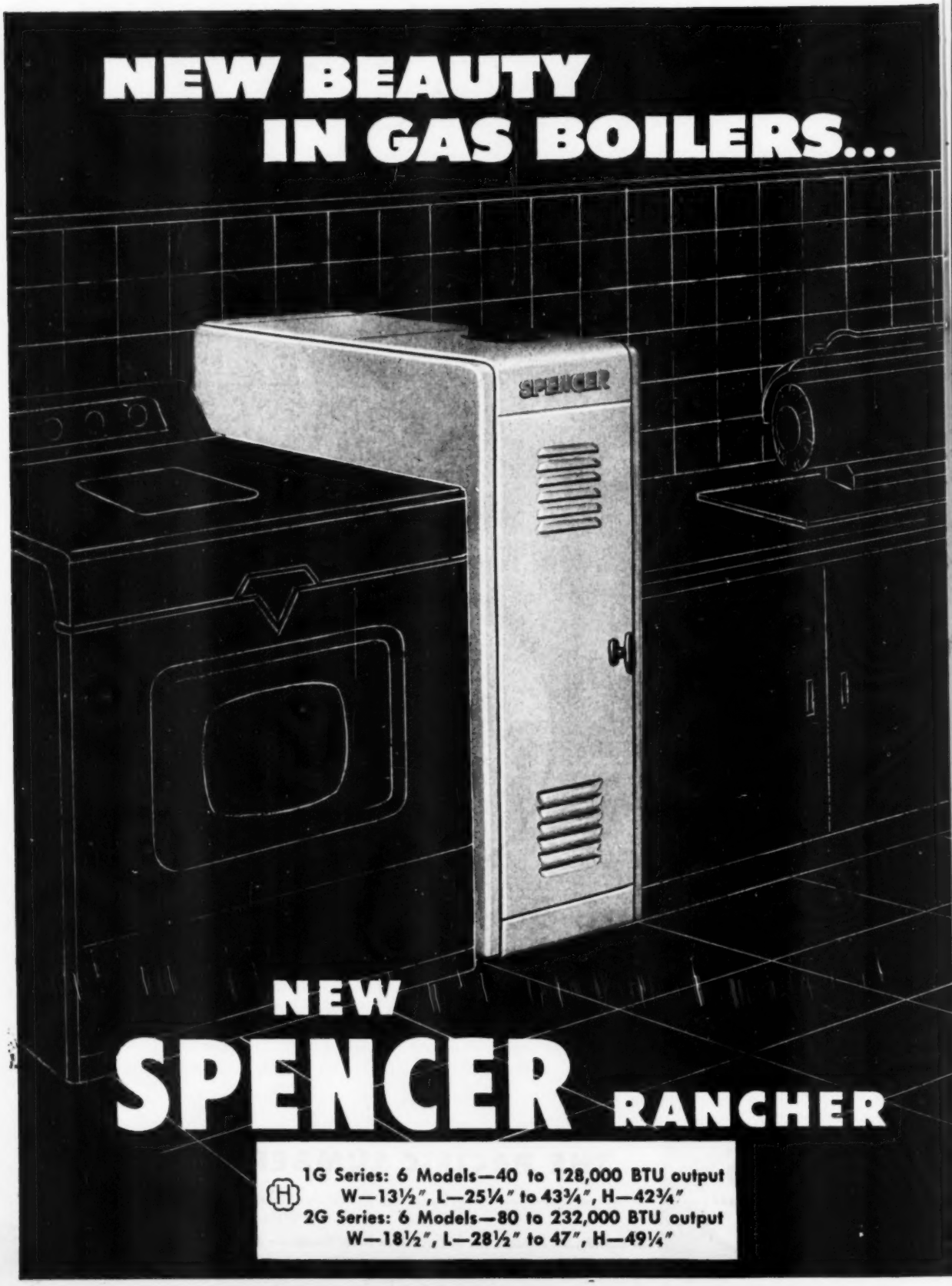
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IN GAS BOILERS...
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NEW
SPENCER RANCHER
1G Series: 6 Models—40 to 128,000 BTU output
W—13½", L—25¼" to 43¾", H—42¾"
2G Series: 6 Models—80 to 232,000 BTU output
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COMPACT... EASY TO INSTALL... EFFICIENT

New beauty, compactness and rapid-heating qualities make Spencer's new ready-to-install gas boiler an outstanding choice for either large or space-budgeted homes.

Easily installed anywhere in any home. The new Spencer Rancher fits in well with kitchen equipment—adds attractiveness to a utility room or finished basement. It is completely enclosed in a gleaming white jacket—even the flue diverter is out of sight. Because the door is designed to be hinged on either the left- or right-hand side, the boiler can be installed in any corner of a room. The walls and base are water-cooled, so it can be set directly on a wooden floor. Only a minimum of floor space is needed.

Easy to service. Controls and burner are readily accessible through the front of the boiler. Cleaning may be accomplished by removing top panel of the jacket and the cover plate of the flue collector . . . without disturbing controls or piping.

A code boiler, the Rancher conforms to ASME and IBR regulations. It's AGA-approved for manufactured, mixed, or natural gases. It has all the Spencer quality features—self-cleaning boiler, rapid heat transfer, compact design.

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Please send complete information and specifications on the new Spencer Rancher to:

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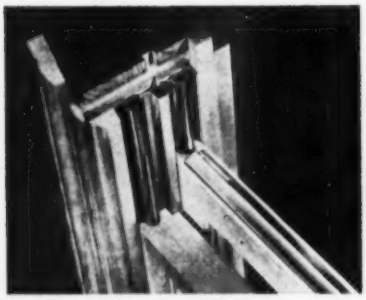
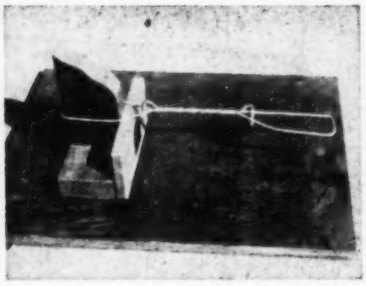
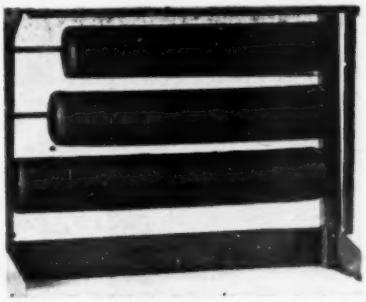
City_____ Zone_____ State_____



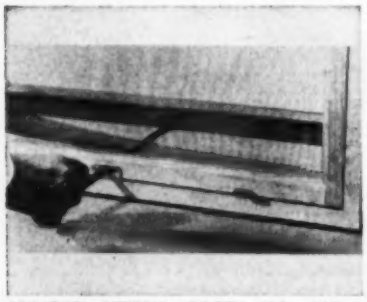
AB14070—HILTON—BOOTH NO. 11—SASH BALANCE—Zegers, Inc., Dept. AB, 8090 So. Chicago Ave., Chicago 17, Ill. New Si-Vel spring balance for wood windows has silent operation obtained through use of specially processed and coated counterbalanced springs. Manufacturer says that velvet-like finish baked on galvanized steel springs assures silent operation of wood windows. Used in connection with Dura-Seal, combination provides complete weatherstripping and silent window operation.



AB14059—HILTON—BOOTH NO. 3—CONCRETE FORM TIE—Gates & Sons, Inc., Dept. AB, 80 So. Galapago, Denver 19, Colo. New 2x4 Concrete Form Tie, made of No. 9 galvanized wire, has built-in spreader. Designed for sheathing and/or panels without use of hardware. Loops remain rigid, will not sag or bend when 2x4's are inserted. Tie can be used in forming all foundations, and for storage tanks and battered walls. Panels require no backing or reinforcing.

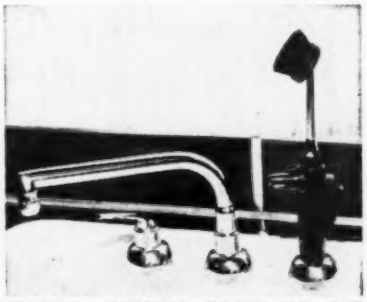


AB14340—HILTON—BOOTH NO. 59—SCREEN CLOTH—Lumite Division, Chicopee Mills, Inc., Dept. AB, 47 Worth St., New York 13, N. Y. A new Lumite dispenser rack which uses only 2x3 feet of floor space serves to cut, measure, dispense and display five different widths of Lumite Saran Screen Cloth: 26, 28, 30, 32 and 36 inches. Illustration shows lower half of dispenser rack with rolls of Lumite in place. A further demonstrator item shows customers the amazing strength of Lumite.

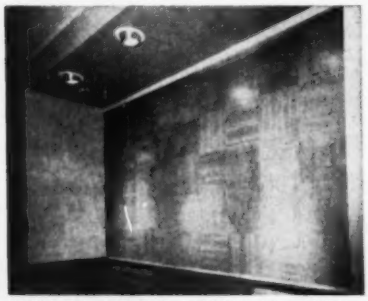


AB14290—HILTON—BOOTH NO. 113—WINDOW OPENER—Rolscreen Co., Dept. AB, Pella, Iowa. A new feature has been added to this company's low-cost Multi-Purpose windows. "Underscreen operators," designed to facilitate opening and closing, are now available at slight extra cost on six standard ventilating units. Multi-Purpose windows close by swinging the bar-type sash operator up against the bottom screen rail. A catch holds the operator in place, provides locking feature. Window opens when operator is at right angle.

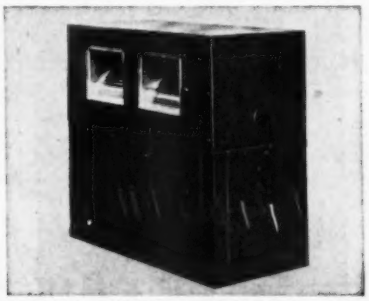
AB14256—SHERMAN—BOOTH NOS. 434-435—TEXTURED PAINT—The Sherwin-Williams Co., Dept. AB, 101 Prospect Ave., Cleveland 1, Ohio. Texture Finish is a new latex-base, ready-mixed paint especially formulated for use on dry-wall construction, regular plaster and other interior surfaces. It is designed to solve finishing problems not uniform or not readily adapted to smooth finished work, and is available in seven pastel colors and white. Intermixes extend the color range. Finish produces many textures, depending on tool used.



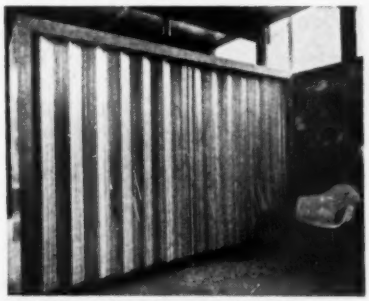
AB14289—SHERMAN—BOOTH NO. 362—MIXING FAUCET—Ravenna Metal Products Corp., Dept. AB, 6518 Ravenna Ave., Seattle 5, Wash. The detergent spray model, No. 32CDS, is the latest addition to this line. Like all Moen Single Handed mixing faucets, this new unit has one handle which does the work of two. The user can pre-select the temperature before turning the water on, and then use only the volume desired. All moving parts are of stainless steel and there are no screw threads or compression washers.



AB14171—HILTON—BOOTH NO. 200—PLYWOOD PANELS—Roddis Plywood Corp., Dept. AB, 1155 Palmetto St., Marshfield, Wis. Plywood panel squares have been designed for application over existing walls or in new construction. Called Parquetwall, the panels are made of 16x16 inch squares that have been tongued, grooved, glued together and assembled with the grain direction alternating in adjacent squares. They are recommended for around-the-fireplace application, one wall or for ceiling treatments. Panels available in mahogany, birch or walnut.



AB14166—HILTON—BOOTH NOS. 118-119—AIR CONDITIONER—Airtemp Division, Chrysler Corp., Dept. AB, 1600 Webster Ave., Dayton 1, Ohio. Small enough to fit in attics, utility rooms or in sub-floor crawl spaces and large enough to cool average homes containing up to six or eight rooms, the Chrysler Airtemp is an air-cooled residential air conditioner. No water and no water piping are required. Outside air is drawn through the unit to cool the refrigerant. Home air is drawn through the cooling unit, dehumidified and cooled and sent through furnace ducts.



AB14211—HILTON—BOOTH NOS. 237-238—FOLDING DOORS—The Hough Shade Corp., Dept. AB, 1044 Jackson St., Janesville, Wis. The "Ra-Tox" doors are made of a sliced-slat, stain-finished wood fabric in a wide selection of colors chosen to conform to current decorating trends, including dawn white, nut brown, autumn gray, harbor blue and Dutch yellow, in addition to the almond (natural) stain finish. Several improvements in the regular lacquer-finished doors are introduced. New, narrower warp spacing reinforces bottom of each door.

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GOOD NEWS FOR BUILDERS!

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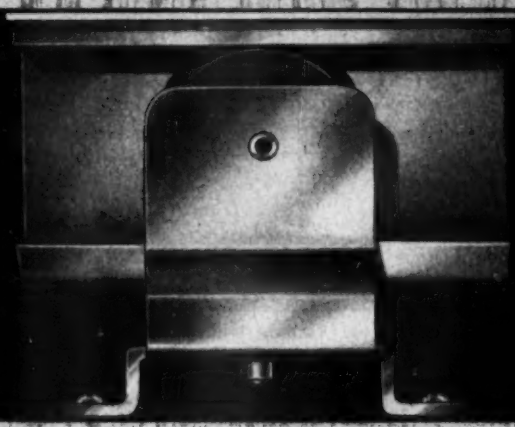
for its new, improved

Glidaway

Sliding Door Units



Time-saving, precision-made Glidaway units with Har-Vey equipment are available now in single pocket, double pocket and by-passing wardrobe door models.

NO MAINTENANCE WORRIES

- *Self lubricating Oilite bearings*
- *Rustproof extruded aluminum track*
- *Durable high-pressure laminate wheels*
- *Solid brass hanger*

Whatever your needs, you can save grief, time and money with the Har-Vey line: •Low-cost packaged Challenger Series for 70 lb. doors • Champion series for 100 lb. doors • Har-Vey Heavyweight for 200 lb. doors.

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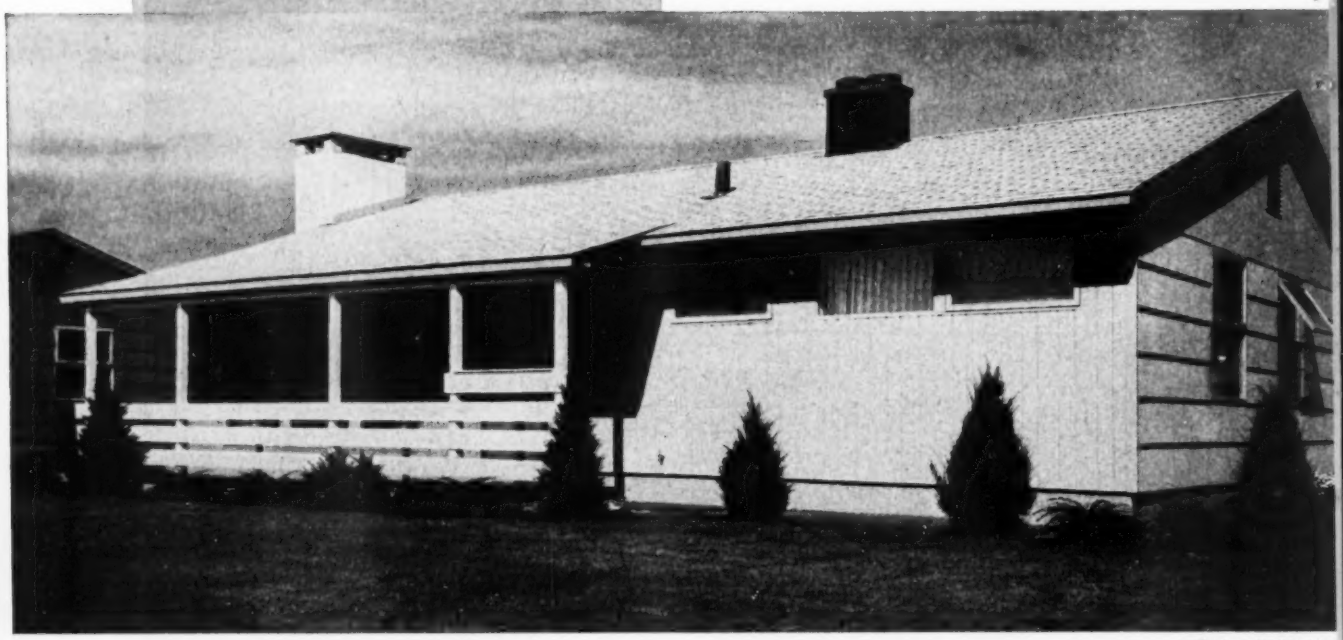

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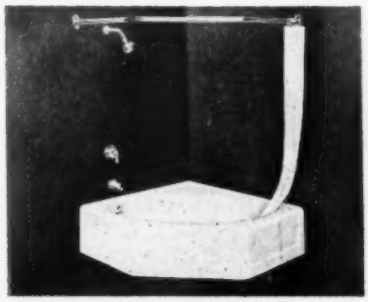
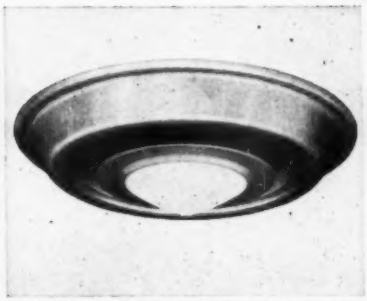
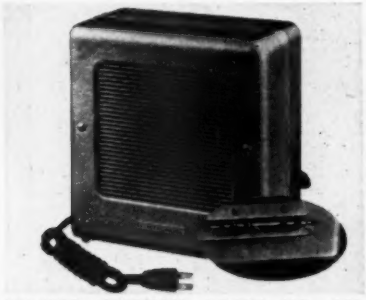


AB14061—HILTON—BOOTH NOS. 94-95-96—CORNER BATH—Kohler Co., Dept. AB, Kohler, Wis. New corner bath offers opportunities for a wide variety of bathroom arrangements. The oval bathing and showering area is wide and roomy. Front is low, only 14 inches, to provide easy and safe access. Integral seat is an added safety measure, convenient for foot or sponge bathing. Available in recess model with two seats. Length 48 inches; width 44 inches. In white and six colors.

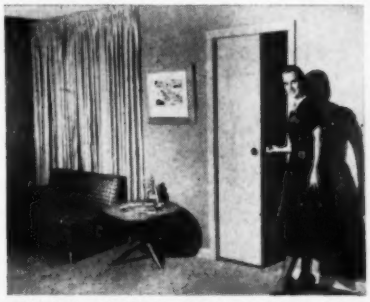


AB14336—SHERMAN—BOOTH NO. 426—OVERHEAD AIR DIFFUSER—Connor Engineering Corp., Dept. AB, Shelter Rock Lane, Danbury, Conn. New "Kno-Draft" unit is type KH-L which combines a lighting fixture with a residential air diffuser. Unit has simple, rugged construction, permitting fast, easy installation. At the Connor booth, actual air handling tests will be made under supervision of trained engineers. Display will feature a model home with miniature ductwork and diffusers in operation.

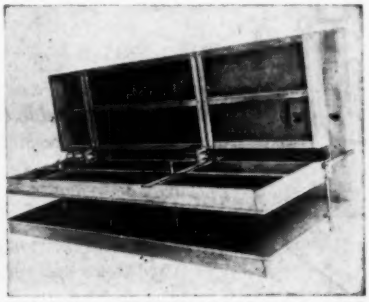
AB14062—HILTON—BOOTH NO. 128—GYPSUM WALLBOARD—United States Gypsum Co., Dept. AB, 300 W. Adams St., Chicago, Ill. Panel Sheetrock is 3/8-inch thick, 16 inches wide, and 8, 9 and 10 feet long. Eight-foot panel weighs approximately 16 lbs. For both new construction and remodeling. No nail-heads or joints to conceal. Comes in plain panel with calendered manila paper suitable for any decoration; knotty pine panel, simulating color and grain of wood; predecorated striated panel.



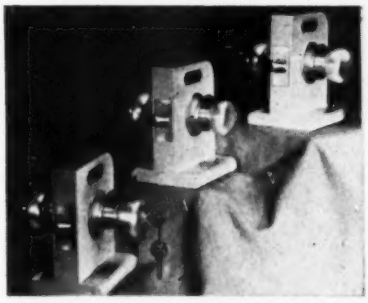
AB14280—SHERMAN—BOOTH NO. 459—PORTABLE ELECTRIC HEATER—Electromode Corp., Dept. AB, 45 Crouch St., Rochester 3, N. Y. This heater for small rooms features a built-in thermostat with adjustable range from 55 to 85 degrees and has a patented cast-aluminum heating element with no exposed wires or glowing coils. This heating element is guaranteed for five years. An automatic safety switch prevents overheating. Heater is finished in silver gray hammertone, is equipped with a 6-foot heavy duty cord.



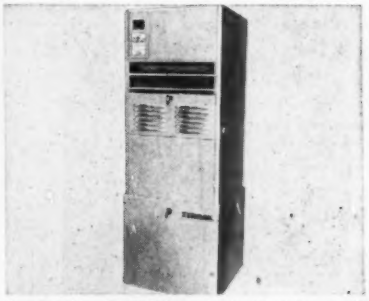
AB14276—HILTON—BOOTH NOS. 181-182—SLIDING CLOSET DOOR—American Welding & Mfg. Co., Dept. AB, Warren, Ohio. The Easi-Bild storage closet pattern, sold by the Easi-Bild Pattern Co., is designed to use the steel sliding doors made by American Welding. The closet pattern carries an order blank explaining that the steel doors can be obtained from any American Welding dealer or by writing to the company itself. Easi-Bild patterns are now on sale through some 8,000 hardware, lumber and power tool dealers.



AB14255—SHERMAN—BOOTH NO. 319—CONCRETE FORMS—Rocform Corp., Dept. AB, 15160 W. Eight Mile Road, Detroit 35, Mich. A new Round Corner Form for inside basement walls, requires no fillers or forming lumber, is quickly clamped to starting panel. Closing panel is easily placed in position against extending corner form flange and firmly locked in place even though 1/2 to 3 inch space remains between closing panel and corner. Metal spreaders are a part of the Corner Filler Form. Corner clamp makes stripping easy.



AB14127—HILTON—BOOTH NOS. 25-26; SHERMAN—BOOTH NO. 432—TUBULAR LOCKS—The Yale & Towne Mfg. Co., Dept. AB, 405 Lexington Ave., New York 17, N. Y. New major line of pin tumbler, key-in-knob, push button type lock is now marketed as the Fairfield Design 5200 tubular series. This lock is designed expressly for the mass housing market where installation costs are a major factor. Lock can be installed in three easy steps through the use of the special Yale boring jig and the quick assembly of units. Locksets are solid brass or aluminum.

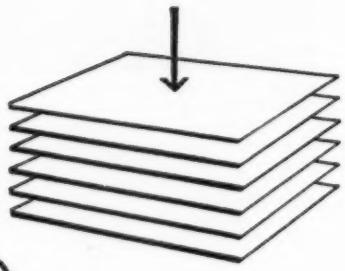


AB14294—SHERMAN—BOOTH NO. 329—AIR CONDITIONER—Typhoon Air Conditioning Co., Inc., Dept. AB, 794 Union St., Brooklyn 15, N. Y. Residential year-round air conditioner is available in 2-ton and 3-ton cooling capacities. It is designed for top discharge and has a heating input of 100,000 Btu/hr., using gas for fuel. This model occupies floor space of only about 5 square feet and is also available for use with an air-cooled condenser. Other Typhoon units for heating and cooling include counterflow models for use with either gas or oil.

AB14152—SHERMAN—BOOTH NOS. 453-454—SHOWER DOORS—Shower Door Co. of America, Inc., Dept. AB, 973 Peachtree St., N.E., Atlanta 5, Ga. Double Rollaway Permalume shower door unit extends closed from wall to wall, separates the entire shower end from rest of bathroom. Eliminates extra studding, framing, plastering and tile walls necessary in building a wall-and-door type of enclosure. Also eliminated is need for skylight, window, or dome to light the stall, as shower stall has the same daylight intensity as the rest of the bathroom.

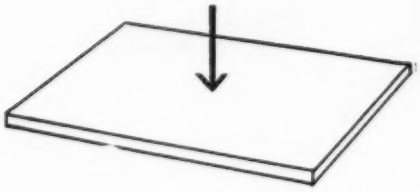
♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

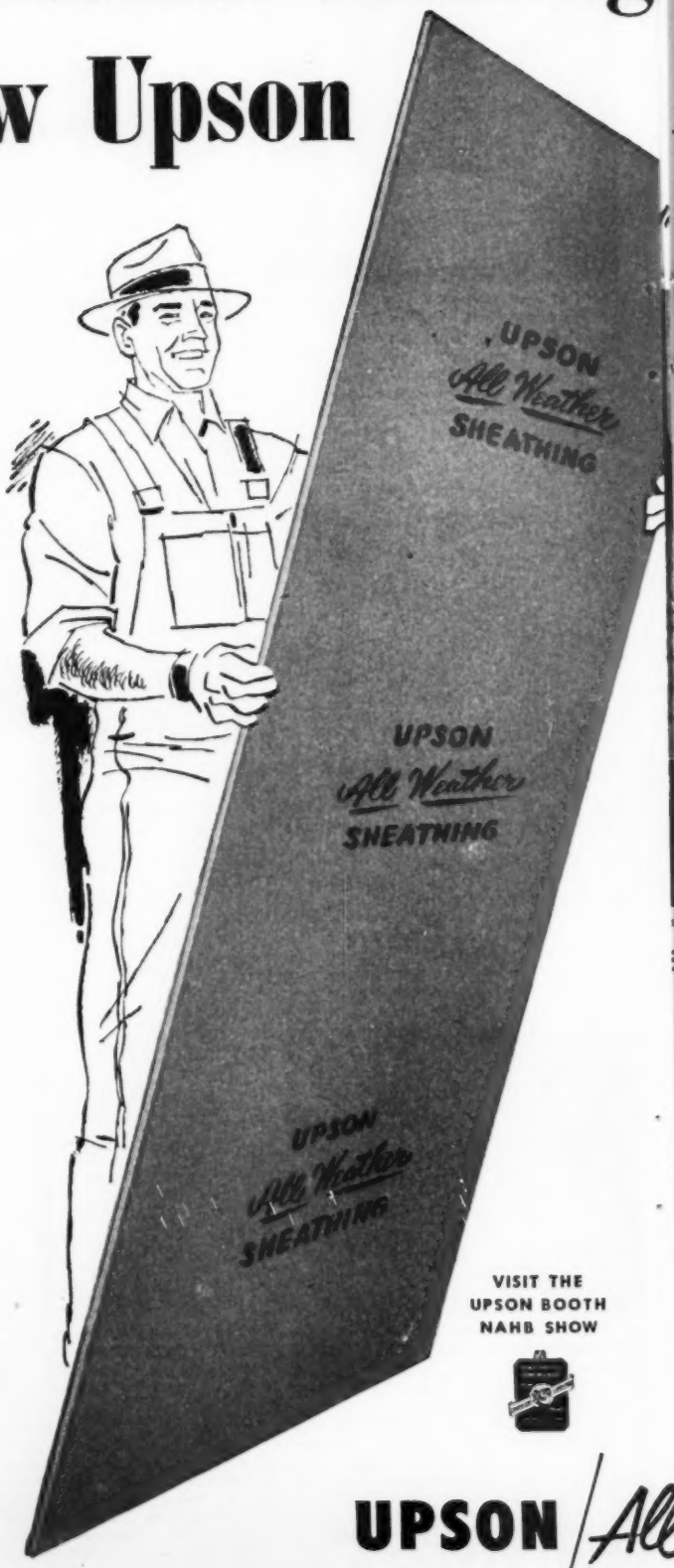
Get tremendous bracing with new Upson



6 plies

of specially treated wood fibers bonded and laminated under terrific pressure





Proved best in every test

Twice as strong in load tests

Carried twice the weight of other materials tested. New Upson All Weather Sheathing is the smartest way to add strength to a home. And remember, the Upson Company has 45 years' know-how in the handling and formulation of fibers into panels.

Far stronger in racking tests

In racking tests by the University of Buffalo School of Engineering, following FHA Technical Circular No. 12, Upson Sheathing withstood stresses far greater than other sheathing materials tested . . . proof of greater bracing strength.

More than twice as strong in impact tests

In impact resistance tests, Upson All Weather Sheathing proved more than twice as strong as all other 25/32" sheathing materials tested.

VISIT THE
UPSON BOOTH
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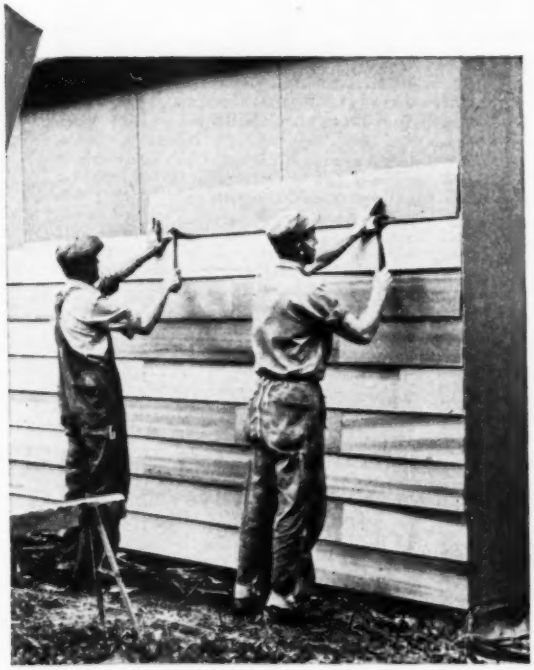
UPSON / All

strength...save 4 ways
All Weather Sheathing



Apply wood siding directly over Upson All Weather Sheathing. Nails won't pull or pop out. Because tests prove these Upson Engineered Panels have 30% greater *resistance* to nail withdrawal than all other materials tested.

Waterproofed by exclusive Upson CuraSeal Process

The new, exclusive Upson CuraSeal Process thoroughly waterproofs Upson Sheathing throughout its entire thickness. In fact, Upson Sheathing resists water absorption 3 times better than any other insulating sheathing tested. This means it's absolutely safe to store Upson All Weather Sheathing outdoors, even in roughest weather. Moreover, you can resume work right after heavy rain or snow.

GREATER RANGE OF SIZES

Available in	Also Giant Size
4' x 8', 9', 10', 12'	8'x12', 14', 16', 18', 20'

UPSON PROVEN QUALITY YOU CAN TRUST

Weather / **SHEATHING**

1 save... costs less to buy

Your material costs are lower because new Upson All Weather Sheathing is priced lower, yet offers you highest quality.

2 save... eliminates costly corner bracing

Why pay for material and labor for corner bracing when it's not needed. Super strong Upson All Weather Sheathing meets and exceeds requirements of FHA Technical Circular No. 12.

3 save ..on cost of application

Reduce application time by over ⅓ compared with wood sheathing. Save labor costs. Upson Sheathing is easy to apply, nails direct to studs, saws like wood, clean.

4 save... reduce material wastage

A greater variety of sizes to fit your house at no extra cost. Virtually eliminates waste.

Soffits cut to size

Think of what this means. No cutting on the job. Saves time. No waste. Cuts costs way down.

No extra charge for longer lengths

Whether you want 8' lengths or all the way up to 20' lengths, the price per sq. ft. is the same. Compare, save.

And look at these plus features

- Treated to resist mold, fungi, termites.
- Smooth surface, when left exposed can be quickly, easily painted.
- Adds insulation value.
- Moisture content—10% to 12%.
- No wetting or special treatment 24 hours before application needed.

MAIL COUPON FOR FREE FOLDER AND INSTRUCTION SHEET

The Upson Company
111 Upson Point, Lockport, N. Y.

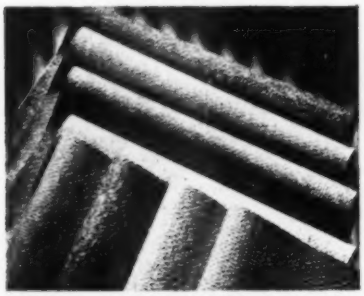
Please rush me FREE Folder and Application Instruction Sheet on new Upson All Weather Sheathing.

NAME _____

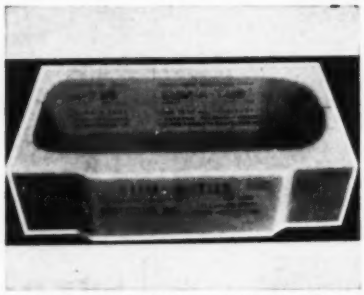
NAME OF FIRM _____

ADDRESS _____

CITY _____ STATE _____



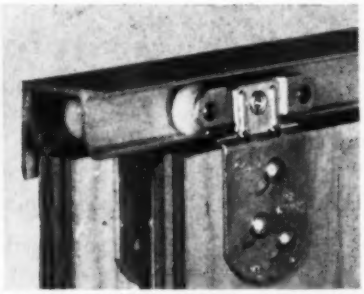
AB14053—HILTON—BOOTH NOS. 164-165—VINYL PLASTIC FACED FOLDING DOORS—Holcomb & Hoke Mfg. Co., Dept. AB, Chamber of Commerce Bldg., Indianapolis, Ind. Foldoor now available with new tweed-textured patterns in fabrics of cloth-supported vinyl-plastic material by DuPont. Eight two-tone fabrics have appearance and feel of drapery. These low sheen products passed stringent New York and Boston flame-resistant tests, are scuff and tear resistant. Folder is available.



AB14018—SHERMAN—BOOTH NO. 433—BATHTUB PROTECTOR—Protectub, Inc., Dept. AB, 71 Ludlow St., New York 2, N.Y. Corrugated paperboard liner fits into and around the outside of tub forming an economical shock resister. Choice of sizes is available for all makes of tubs. Liners are made in two pieces, one fitting inside the tub, other over the seat and front panel; two pieces are held in place by a strip of adhesive tape. Tub is still in new condition after the liner is removed.

AB14221—HILTON—BOOTH NOS. 196-197—PLASTIC LAMINATE—Woodall Industries, Inc., Dept. AB, 3500 Oakton St., Skokie, Ill. Lamidall is a decorative plastic laminate, a durable material for walls, ceilings and top surfaces. It features a hard, smooth surface with a structurally tough 1/8-inch Tempered Presdwood base. Panels come in sizes up to 4x12 feet in a selection of wood grains, colors and patterns. The material will not crack, chip or peel; it resists heat, stains and hard blows.

AB14288—HILTON—BOOTH NO. 272—ARCHITECTURAL RENDERINGS—Qvale & Associates, Dept. AB, 2525 W. 7th St., Los Angeles 5, Calif. This group has been serving builders and architects for over seven years with renderings of homes, schools, factories, theaters. They also make scale models, color reproductions and supply photographic talent. Builders can send floor plans and elevations to the group by mail and in about two weeks receive finished renderings matted, lettered and ready to display.



AB14291—HILTON—BOOTH NOS. 235-236—SLIDING DOOR HANGER—Sterling Hardware Mfg. Co., Dept. AB, 2345 W. Nelson St., Chicago 18, Ill. This is Sterling's No. 620 hanger for 3/4-in. wardrobe doors. Some of its features: apron conceals track and hangers; door stop prevents pinched fingers; no track on the floor; only one inch of headroom required for installation; hangers are adjustable; guide strips eliminate the grooving of the bottom of the doors. The hardware is used with standard frames and opening heights.

AB14212—HILTON—BOOTH NO. 265—CONTEMPORARY HOME—Scholz Homes, Inc., Dept. AB, 3128 W. Lincolnshire Blvd., Toledo, Ohio. California Contemporary homes in a complete new line of designs for 1954 are now available to builders. The line offers a wide range of price and size classification, from small two- and three-bedroom units designed to sell in the $10,000 range up to $30,000 ranch homes; major emphasis is placed on three-bedroom, two-bath homes designed to sell in the $15,000 range.

AB14132—SHERMAN—BOOTH NO. 336—SHAKE SIDEWALL—The Perma Products Co., Dept. AB, 5455 Broadway, Cleveland 27, Ohio. A preassembled unit combines cedar shingles and insulation backer-board, designed to meet the trade's demand for sidewalls that are easier and faster to apply. The new patented units save 70 per cent in application time. The "Shakertown Glumac unit" consists of a deep-grooved, factory-stained cedar shingle outer-course which is electronically bonded to a waterproofed impregnated backer-board.

AB14064—HILTON—BOOTH NOS. 70-71—METAL CASEMENT TRIM—The Steelcraft Mfg. Co., Dept. AB, Blue Ash Rd., Rossmoyne, Ohio. Duo Trim is a complete inside-outside trim for metal casements. Includes window sill, window stool, inside molding, outside trim, the fins and flashing. Bonderized with a baked-on protective coat. Quickly installed with hammer and nails. Shipped knocked down in four pieces, and assembled by interlocking tabs. Comes in all standard casement sizes, can be used on all types of wall.

AB14002—HILTON—BOOTH NOS. 142-143—ALUMINUM SCREEN—New York Wire Cloth Co., Dept. AB, 63 Park St., New Canaan, Conn. The "Durall" aluminum tension screen is designed to eliminate heavy side frames. A flick of the side clamps at the screen's bottom allows it to swing freely, giving access to the pane. Top of screen has aluminum bars which attach to the top blind stop for securing or removing screen. Bottom bar has two side clamp rests which engage clamps on the side blind stops to assure snug screen fit. Screening has reinforced edge.

◆ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

At last... continuous modulated heating with individual room control . . . .

SelecTemp HEATING

TRADE MARK

SelecTemp Highlights

THERMOSTAT IN EACH ROOM. Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

MODULATED HEAT. Air circulation is continuous. Both temperature and volume of air is automatically modulated, as required to offset heat loss from room.

FILTERED, CIRCULATED AIR. Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

BOILER LOCATION. Does not require centrally located heating plant. Boiler can be placed in any desired location, with proper distribution of heat to every room.

LOW POWER COST. No electricity required to operate circulating fans. Nonelectric thermostats.

LOW INITIAL COST. No other system can be so easily installed in either new or old construction. Small soft copper tubing (¼ inch I.D.) carries steam to individual room heater units. Return lines are ⅛ inch. Tremendous savings in installation costs.

AUTOMATICALLY BALANCED. No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

LOW FUEL COST. Temperature easily reduced in unused rooms. Eliminates overheating.

important announcement by Iron Fireman

Iron Fireman SelecTemp is a distinctively new method of comfort heating. It has been in actual use for three years and is giving outstanding performance in all types of buildings, from small homes to motels, apartment houses and office buildings.

Heating engineers have long recognized the need for accurately *modulated* heat (in contrast to the old "on-and-off" method of heat control), with individual room control. The modern trend toward extended floor plan and "picture" windows makes zone control essential for true heating comfort.

Until now, only those who could afford the very high cost of an elaborate heating plant and complex control system could enjoy a modulating flow of heat with control in *each room.*

Iron Fireman SelecTemp combines all of these desirable elements in such a simple and practical way that the ultimate in heating comfort can now be enjoyed in the smallest home or the largest residential, institutional or commercial building. Ideal for both new construction and modernization.

Write for descriptive booklet and specifications to Iron Fireman SelecTemp, 3166 W. 106th St., Cleveland 11, Ohio.

SelecTemp TRADE MARK

PRODUCT OF IRON FIREMAN

Send for full information

IRON FIREMAN MANUFACTURING CO.
3166 W. 106th Street, Cleveland 11, Ohio.
Please send literature on Iron Fireman SelecTemp heating.

Name _____

Address _____

City _____ State _____

GET THE BEST

For Long Service
—OUTLASTS THE HOUSE

For Good Looks
—UNSURPASSED NEATNESS

SO EASY TO INSTALL!

ACKNOWLEDGED LEADER!

For Homes, Schools, Churches, any type of Building

The practical Stream-lined Straight type Lux-Right Steel Areawall (see installation above) enjoys continued leadership among basement window well walls. A complete range of sizes to fit all standard window openings. Round type also supplied, and Casement type too.

The Original and only metal areawall hot-dipped galvanized (heavy zinc process) AFTER all punching, forming and other operations. Made in one-piece, the Imperial Lux-Right Areawall has full ⅝" deep horizontal corrugations, 2½" on center. It has a ¾" round bead on top edge, and flat 2½" Hug-Tite Flanges on both sides for tight fit to foundation wall. Holes for attachment in both flanges.

LUX-RIGHT CASEMENT TYPE

Square-type corners for casement window clearance

Send at once for this illustrated folder, giving full information on sizes for standard openings and proper way to install. It's FREE from us, or your nearest distributor or building materials dealer.

We prepay freight on 12 or more units

FOLDER FREE!

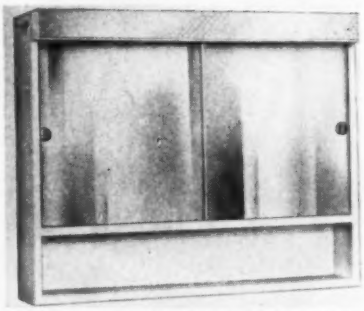
AB-A

SAINT PAUL CORRUGATING CO.

Expert Fabricators of Sheet Metal Products for 69 Years

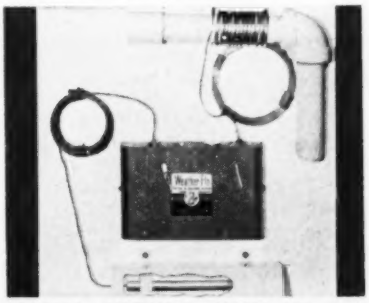
SOUTH END WABASHA BRIDGE • SAINT PAUL 1, MINN.

••••PRODUCTS EXHIBIT



AB14073—HILTON—BOOTH NOS. 21-22—BATHROOM CABINET—The Philip Carey Mfg. Co., Dept. AB, Cincinnati 15, Ohio. New Duette provides access through two mirror-faced sliding doors that operate in metal channel for smoothness. Stainless steel toothbrush racks and twin razor blade chutes. Interior baked white enamel, glass shelves. Mirrors plate glass, copper protected. Two sizes, Custom 38 9/16x 23 5/16x5 3/16, for recessed installation. De Luxe is wider, deeper, wall-hung or recessed.

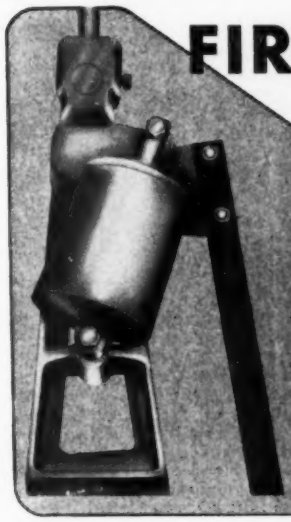
AB14006—HILTON—BOOTH NOS. 66-67—OAK BLOCK FLOORING—E. L. Bruce Co., Dept. AB, Memphis 1, Tenn. This new laminated block is prefinished—that is, sanded finished and waxed—at the factory, producing a surface that is said not to scratch, chip or peel like a standard finish. Blocks are nine inches square and ½ inch thick. Three plies, all oak, give equalized stress. Blocks are laminated under heat and pressure with moisture-resistant glue. Mastic grooves are provided in back of each block. Tongues and grooves are on two opposite sides.



AB14151—SHERMAN—BOOTH NO. 304—ROOM THERMOSTAT—Automatic Devices Co., Inc., Dept. AB, 714 Hillgrove Ave., Western Springs, Ill. Weather-Flo Regulators inaugurate a new principle of control. They effect constant heat flow, modulated to outdoor weather requirements with automatic compensation for excesses of solar radiation, windage, heat of cooking, etc. Designed to supply constant winter-conditioned heat to corners of rooms in small and large homes, save fuel, reduce dirt circulation, increase relative humidity, produce warmer floors.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

Precision Folding Stairway



FIRST AGAIN!

now equipped with

Hydraulic Safety Checks

1. **Prevent slamming on opening and closing.**
2. **Operate stairway silently, safely, without effort.**
3. **Close stairway completely.**

Visit our booth No. 353, Hotel Sherman, NAHB Exposition

5 YEAR

written guarantee furnished with each stairway

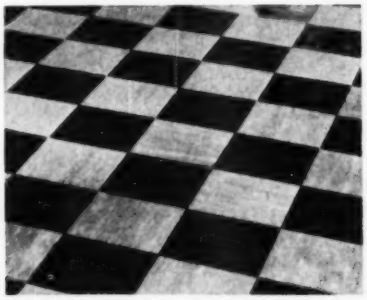
Add safety checks to present PRECISION Stairways at small cost.

Manufactured by

PRECISION PARTS CORP.

400-AB North First Street . . . Nashville 7, Tennessee

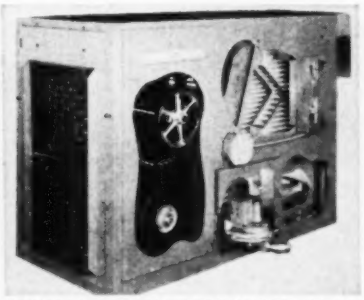
AB14342—HILTON—BOOTH NO. 289—ALUMINUM SCREEN—Rudiger-Lang Co., Dept. AB, Berkeley 10, Calif. Three different types of window screens shown: the Tension-Tite aluminum screen for double-hung wood windows emphasizes a detachable guide bar which speeds inside installation; the Type TC screen has all-aluminum finish for aluminum or steel casements or bronze lacquer for steel casements; the Roll-Away screen for insulated panel awning windows rolls out of sight if window is closed.



AB14330—HILTON—BOOTH NO. 272—VINYL FLOOR TILE—The Goodyear Tire & Rubber Co., Dept. AB, Akron 16, Ohio. Goodyear Vinyltile, factory polished for a lifetime lustre, requires no waxing and can be installed quickly and economically. Tile will not crack or break after repeated bending and flexing. Made of 100 per cent all-vinyl construction, this flooring is said to hold its shape and wear longer; its resiliency gives it fast recovery from denting. Made in 12 marbleized and 12 solid colors.

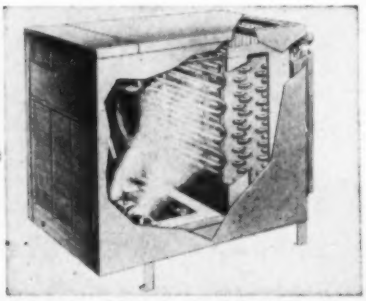
AB14065—HILTON—BOOTH NOS. 27-28—COUNTER TOP CEMENT—Armstrong Cork Co., Dept. AB, Lancaster, Pa. Armstrong's Type A Counter-Top Cement is for rapid installation of plastic laminates to counters, sinks and other surfaces. Requires no clamps, presses, heavy weights or long curing. Is a tan, liquid, air-drying adhesive with synthetic rubber base. Provides permanent bond to plywood, steel, aluminum and composition bases. 160-180 sq. ft. per gallon. Dries 25 to 60 minutes.

AB14015—HILTON—BOOTH NOS. 33-34—FOLDING DOORS—New Castle Products, Dept. AB, New Castle, Ind. "Spacemaster" folding door has a lightweight frame since it is designed for door and closet openings only. Unit is supplied as a complete package and can be erected in less than ten minutes time with only eight screws. Door is said to be ideal for large-scale builder in filling standard size door and closet openings. It offers the smaller builder a selling extra at less per door opening than conventional-type door.

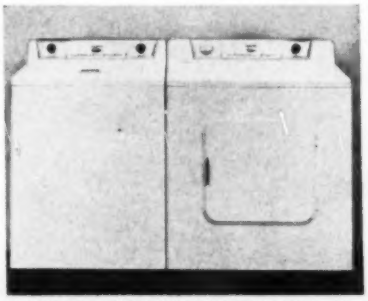


AB14297—HILTON—BOOTH NOS. 97 to 100; 110 to 112—HEATING UNIT—General Electric Co., Air Conditioning Div., Dept. AB, Bloomfield, N. J. Cutaway shows G-E's horizontal gas furnace, a compact and economical unit for attic, basement, crawl space or utility room in houses where floor space is at a premium. It is equipped with the new ribbon-type burners and rubber-mounted blowers, and is designed to operate with G-E Air-Wall heating system. Unit is A.G.A. approved and UL listed.

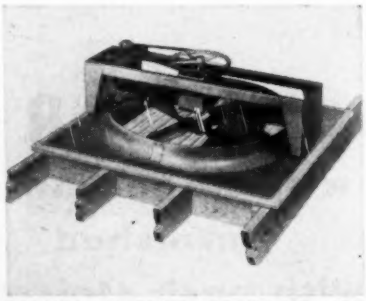
AB14282—SHERMAN—BOOTH NO. 467—OAK PANELING—Higgins, Inc., Dept. AB, New Orleans, La. Higgins gnarled oak paneling can be ordered in 3-, 4-, 6- and 8-inch widths. Thickness is 3/8-in. and lengths are average. With no long panels to cut down, there are no overages which run up cost. The paneling is treated against rot and vermin and leaves the plant with a prefinishing, which does not prevent the buyer from further finishing the wood to any desired effect. A full line of baseboards, other trim available.



AB14278—HILTON—BOOTH NOS. 44 to 48—EVAPORATIVE CONDENSER—The Coleman Co., Inc., Dept. AB, Wichita 1, Kas. This is the Aqua-Fog, a new type of evaporative condenser for reducing the operating cost of refrigeration and air conditioning systems. The new unit is said to cut water consumption about 97 per cent and to reduce electric power as much as 25 per cent by maintaining normal head pressure at the condenser. It may be installed indoors or out. The unit is 40 5/8-in. long, 23 3/8-in. wide and 31 3/4-in. high.

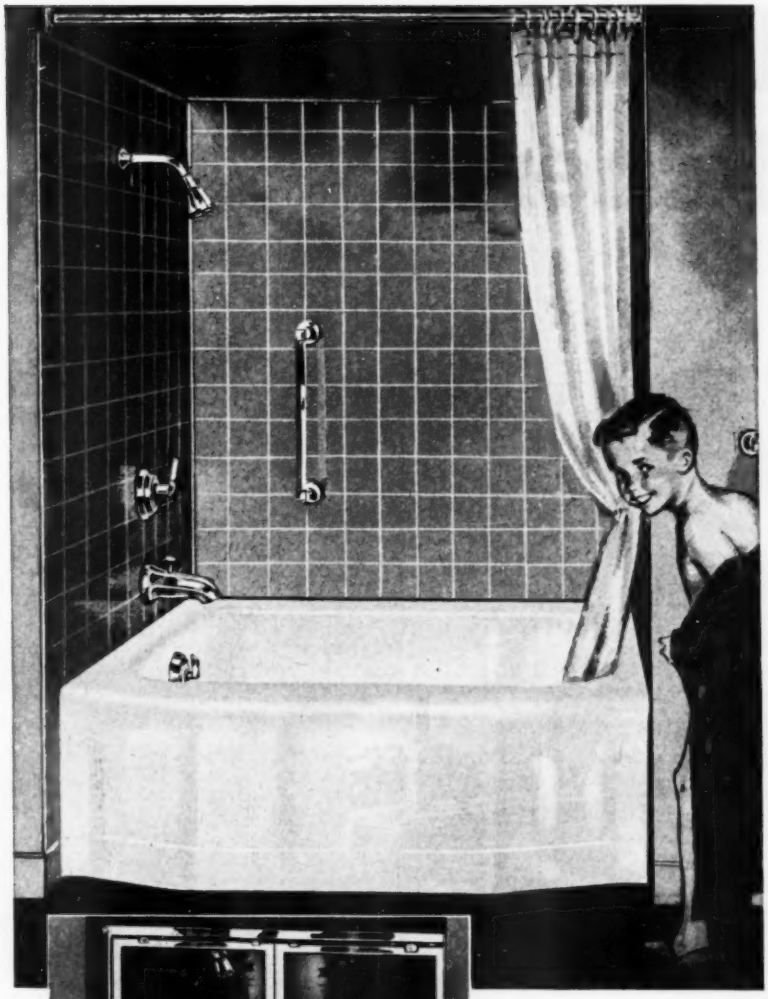


AB14162—SHERMAN—BOOTH NO. 321—WASHER-DRYER—Thor Corp., Dept. AB, 2115 So. 54th St., Cicero, Ill. New automatic washers and dryers have been designed as look-a-likes to carry out design harmony, with white baked enamel finish on cabinets and grey on recessed base. Washer has an automatic fill controlled by the left-hand dial. Right-hand dial controls washing time, rinsing and drying cycle. Any phase can be repeated or eliminated. Single dial operation is featured on clothes dryers. Dryers operate on gas or electricity.

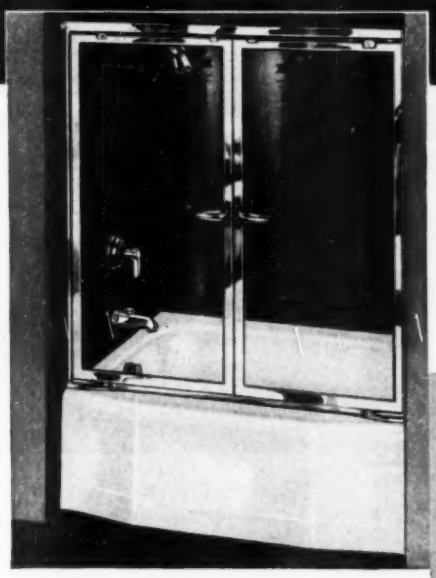


AB14133—SHERMAN—BOOTH NO. 301—ATTIC FAN—Viking Air Conditioning Corp., Dept. AB, 5601 Walworth Ave., Cleveland 2, Ohio. The "600" attic fans are engineered to cut installation costs in half. They can be quickly installed by one man. No complicated framings, special construction or seals are needed. The "600" fan is mounted on resilient rubber cushion blocks to deaden the vibration noise in the house. The "600" series fans are made with 30-, 36-, or 42-inch blades that have free air delivery of 7,000, 9,100 and 13,000 c.f.m.

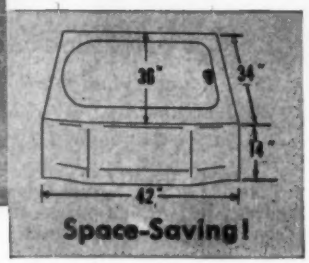
♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*



Standish enameled iron recess bath K-305-F



Water-tight, 2-door, clear glass enclosure available. Doors open outward.



You can locate bathrooms where they wouldn't fit before, with the

KOHLER

STANDISH SHOWER BATH

The compact Standish affords possibilities for locating complete, comfortable bathrooms in space of small or unusual dimensions. It is practical and economical for homes needing additional bathrooms; for apartments, motor courts, hotels, dormitories—wherever space must be conserved.

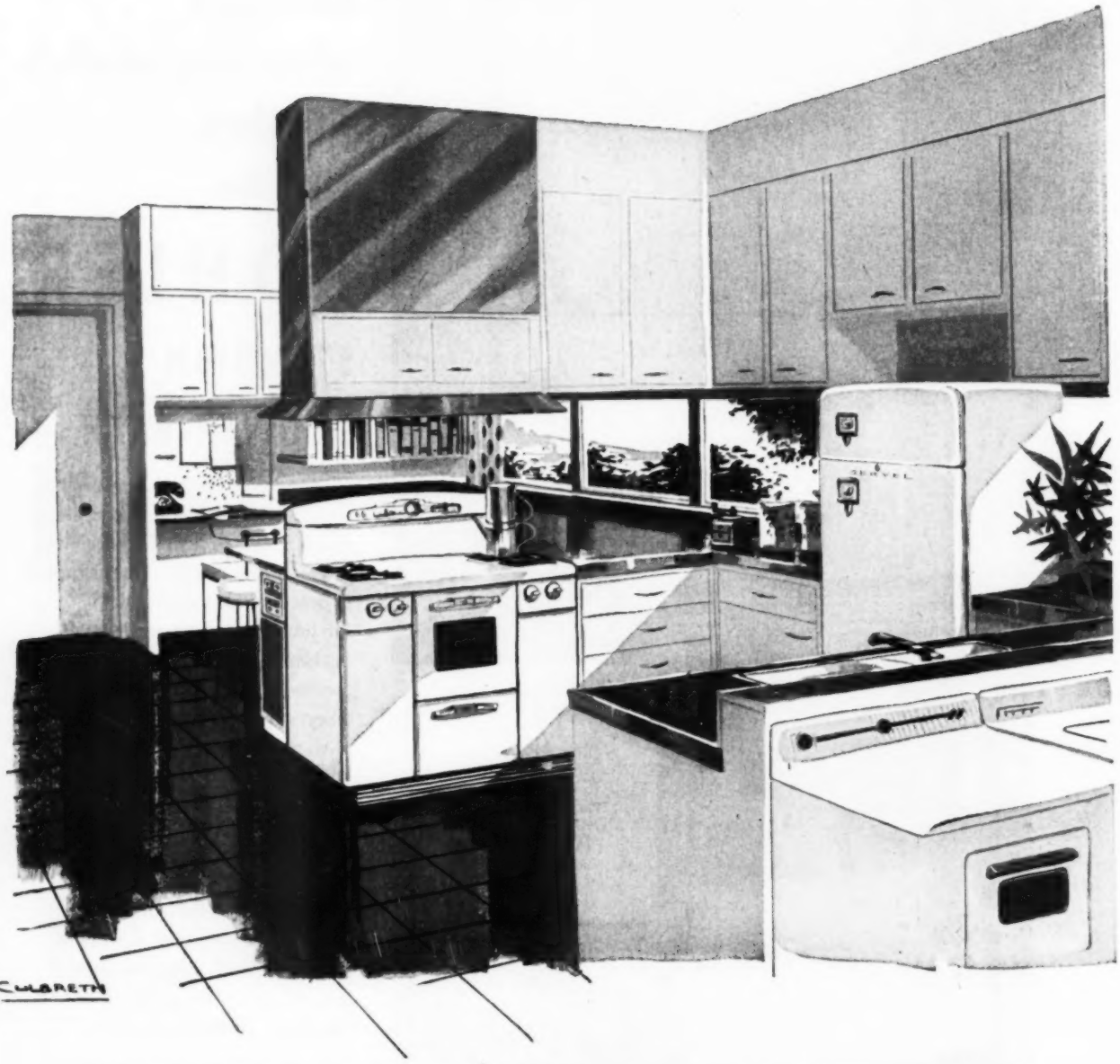
The Standish is roomy and deep for showering, suitable for tub bathing. The low front makes access easy, simplifies the bathing of children. Convenient 5-inch bench rim. The sparkling, easy-to-clean Kohler enamel is protected from strain because it is fused to a strong, rigid base of cast iron. Write for booklet.

KOHLER CO., KOHLER, WISCONSIN
ESTABLISHED 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

When it comes to **all-purpose kitchens** ... nothing makes as



This New Freedom Gas Kitchen features an automatic Gas range, made to "CP" standards by the **Tappan Stove Company.**

Cabinets by **Kitchen Maid.**

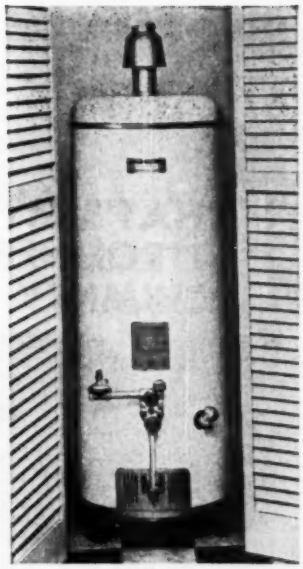
The **Servel** Gas refrigerator shown is more than noiseless; it's revolutionary! It features an automatic ice-maker that starts itself, stops itself, supplies its own water, makes ice cubes without trays, and puts them in a basket automatically. The refrigerator carries the longest warranty in the business—a full 10 years.

Don't miss the New Freedom Gas Kitchens and Laundries in the Normandie Lounge of the Conrad Hilton at the NAHB Convention, Jan. 17-21.

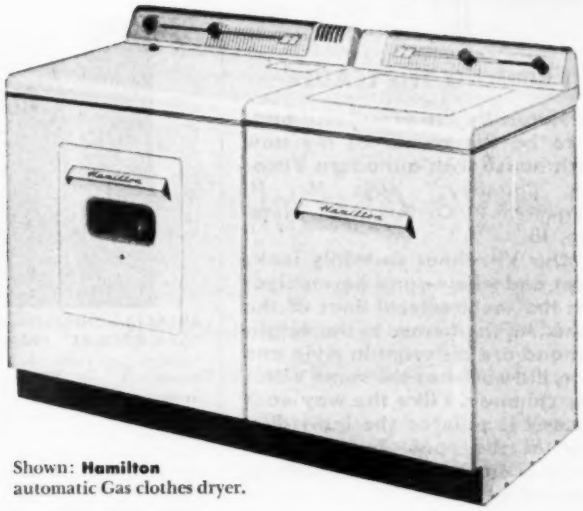
•Reg. A. G. A.

much sense as Gas

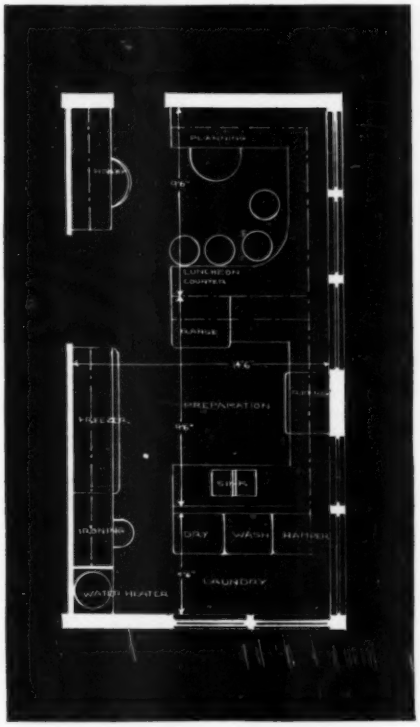
Today's kitchen is becoming the hub of the home. It cooks, it launders, it can even sew and mind the baby. When a woman spends a good portion of her day in this work center, she appreciates the coolness and cleanness, the silence and efficiency of Gas. Nothing whirs or chatters; even the refrigerator is completely noiseless. There's no waiting around for appliances to warm up; Gas is instantaneous. And there's a definite saving in installation costs, a definite saving in fuel costs. Is it any wonder that a New Freedom Gas Kitchen* is the easiest kitchen of all to sell?



Shown: **Ruud-Monel-Two-Temperature Laundry Master** automatic Gas water-heater.



Shown: **Hamilton** automatic Gas clothes dryer.



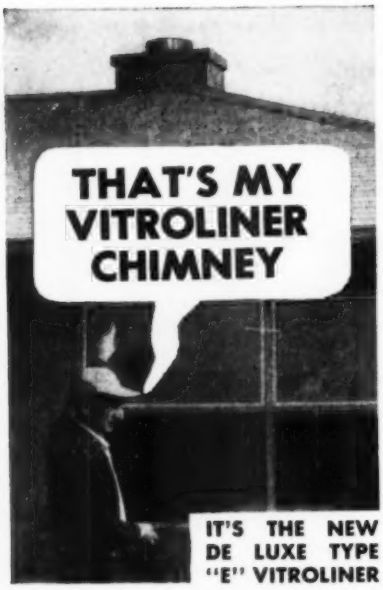
Your local Gas company will be happy to work with you on any problem.

There's an enormous preference for automatic Gas water-heaters—and no wonder! The recovery rate is actually 3 times faster. In other words, a 30-gallon tank run by Gas will give more service than an 80-gallon tank run by any other all-automatic fuel. But this same sort of preference is also being given the automatic Gas clothes dryer—by those in the best position to judge. A check of professional laundries reveals a 30-to-1 preference for Gas dryers—a tribute to their speed, efficiency and economy of operation. These are facts—and the kind of facts that make the strongest possible talking points to your home prospects.

AMERICAN GAS ASSOCIATION

Only Gas is so fast . . . so economical

GAS—the modern fuel for automatic cooking . . . refrigeration . . . water-heating . . . house-heating . . . air-conditioning . . . clothes-drying . . . incineration.



IT'S THE NEW DE LUXE TYPE "E" VITROLINER

I BOUGHT THE LEADER

"Naturally I'm proud and happy to be the owner of my new ranch house with a modern Vitroliner Chimney," says Mr. H. Haynes of P. O. Box 142, Hinsdale, Ill.

"Our Vitroliner certainly looks smart and trim,—and harmonizes with the architectural lines of the house. All the homes in the neighborhood are different in style and color, but each has the same Vitroliner chimney. I like the way each chimney is painted the individual color of the roof. To me, that makes them beautiful as well as practical.

"Another good thing about Vitroliners I like,—they're especially designed for all fuels. We use gas for heating and know we have a quality chimney we can depend on to do a good job."

Signed *Homer F. Haynes*

FEATURES

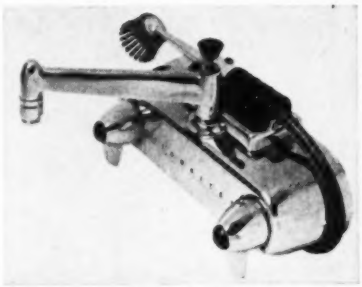
- TAILOR-MADE TO FIT.
- SAVES VALUABLE FLOOR SPACE.
- LOWEST INSTALLATION TIME.
- HIGHEST QUALITY AT LOW INITIAL COST.
- HIGH HEATING EQUIPMENT EFFICIENCY.
- LISTED BY UNDERWRITER'S LABORATORIES FOR ALL FUELS.
- PROVIDES ATTIC VENTILATION.
- ELIMINATES CONDENSATION.
- QUALITY BUILT FOR LONG LIFE.
- M'F'D. IN 6", 7", 8" AND 10" DIA.
- AVAILABLE IN ANY QUANTITY.

Investigate this fast-selling modern low-cost chimney today. Write for illustrated circular.

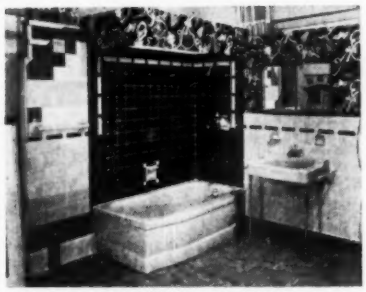
"The Pioneer in the field."

CONDENSATION
ENGINEERING CORPORATION
1511 W. POTOMAC AVE., CHICAGO 51, ILL.

PRODUCTS EXHIBIT IN PRINT



AB14052—HILTON—BOOTH NO. 58—FAUCET DISHWASHER—Gerity-Michigan Corp., Dept. AB, 10 So. Superior St., Toledo 4, Ohio. Dishmaster is a sink faucet and dishwasher. Fits wall or deck sinks. Washes dishes, glasses, pots and pans. Fill detergent tank with water and one teaspoonful detergent. Adjust for desired water temperature. Diverter valve supplies clear water. Push button on spray handle supplies suds. Interchangeable sprayer, wire brush and nylon brush are features.

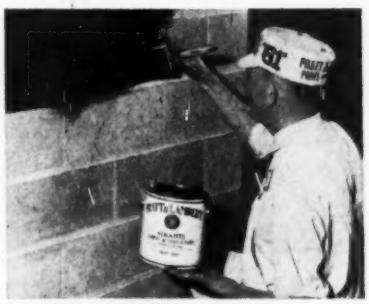


AB14017—SHERMAN—BOOTH NO. 316—CERAMIC-FACED TILE—Porcelain Enamel Products Corp., Dept. AB, Rehoboth, Mass. "Veos" porcelain tile is stated to be an improved ceramic-faced tile with a steel core. It is guaranteed for life against cracking or crazing. Its patented method of installation over a scored foundation permits its erection by any skilled tradesman. Matching porcelain on cast iron bathroom fixtures completes the line. Tile is available in ten colors and in a complete line of shapes.

AB14413—SHERMAN—BOOTH NOS. 302-303—BUILDERS FRAMES—Builders Manufacturing Co., Dept. AB, 1514 Brown-Marx Bldg., Birmingham, Ala. Wedged head steel door frames are easily assembled in two minutes with only a hammer and screwdriver. The assembler simply places the corners of the head and jamb sections together and fastens them by driving steel wedges attached to the frame into place. Frames are made from 18-gauge steel. Tabs and wedge locks assure tight, snug fit of mitered corners.

AB14153—SHERMAN—BOOTH NO. 420—FABRIC WALL COVERING—Standard Coated Products, Inc., Dept. AB, 67 W. 44th St., New York 18, N. Y. The SuperSanitas line of washable coated fabric wall coverings includes solid colors, textures and weaves and a variety of patterns. The new line is the first to benefit from the installation of modern coating and surface printing equipment. New latex coatings give smoother and more flexible surface that seals colors, guarantees washability and resistance to abuse. Cut 24 inches wide.

AB14027—HILTON—BOOTH NOS. 166 to 169—AIR CONDITIONER—Frigidaire Division, General Motors Corp., Dept. AB, 300 Markham St., Dayton 1, Ohio. Gas or oil can be used as fuel for this unit which combines both heating and cooling. Heat is provided by a forced-air furnace. Burner mechanisms are non-clogging. Heating capacity with oil is 75,000 Btu's per hour, and with gas, 90,000 Btu's per hour. Summer cooling and dehumidification are provided by an automatic electric refrigeration system.



AB14287—HILTON—BOOTH NO. 65—RUBBER-BASE PAINT—Pratt & Lambert, Inc., Dept. AB, 75 Tonawanda St., Buffalo 7, N. Y. Alkatite is a new synthetic rubber-base cement and stucco paint. Alkali-resistant, it dries rapidly with a uniform flat finish and was developed to meet the need for an exterior masonry coating which provides maximum resistance to color change and protection against the destructive action of alkali and moisture. Alkatite's uniformity of color and adherence is rated as excellent on asbestos-cement shingles.

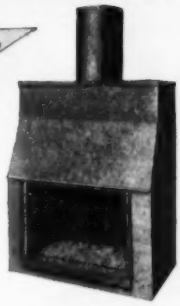
♦ USE PREPAIRED JUMBO POSTCARD FOR FREE INFORMATION PAGE 237

NEW Majestic MONEY SAVERS FOR HOME BUILDERS

SEE THEM AT THE CHICAGO NAHB EXPOSITION or write for details

THULMAN FIREPLACE

Saves up to 4/5 over ordinary fireplaces



- **Fireplace and flue in one low-cost unit!**
- **Clearance to combustibles is built-in!**
- **Installs easily in new or existing homes!**

The latest, most amazing development in fireplace construction! A fireplace and flue combination that costs far less than ordinary, bricked-up types; installs easily even on wood floors; and needs no clearance from combustibles because the clearance is *built-in.* A full 30″ fireplace to dress up even the smallest home with a cheerful, open hearth, the Thulman Fireplace is designed for *controlled* heat radiation to avoid upsetting the room-to-room balance in automatic heating installations.

A Silent Salesman

Majestic INDOOR INCINERATOR

One of those added conveniences . . . a home disposal wonder that proves to prospective buyers your houses are designed for modern living. Burns all wet and dry garbage and trashbasket waste indoors, with Jet-Air action and patented downdraft!

- **Only 20″ wide, 24″ deep, 36¼″ high**
- **Holds a full two bushels of waste**
- **Automatic or manual gas-fired, or fuelless**
- **Gleaming white enamel over rust-resisting Poly-Kote base.**

THULMAN CHIMNEY

- **Lightweight sectional chimney one man can erect**
- **Vitreous liner, aluminum casing outlast the house**
- **Now made and UL-listed in 7″ flue size**

The lightweight chimney that is more efficient and more safe, under both normal and extreme conditions, than lined brick chimneys costing over twice as much. UL listed *for all fuels,* its patented construction has ample clearance built-in, so combustibles can butt directly against the outer aluminum casing.

and the NEW THULMAN GAS FLUE

A low-cost vent, similar in size and design to the Thulman Chimney, built expressly for use with gas-fired furnaces, water heaters, and the like. Be sure to see this Thulman development at the Exposition!

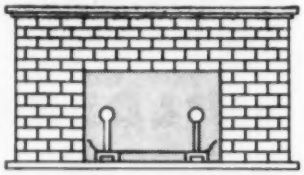
A Complete Furnace Line for Every Need

Majestic's full line of winter air conditioners includes models for the smallest or largest homes. There are automatic gas- or oil-fired units suited to every type of modern, forced warm-air heating system—with summer air conditioners to match—in horizontal flow, counterflow, or upflow design.

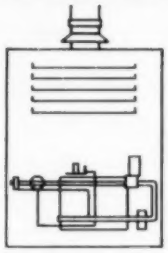
See *Majestic* at Booths 330-31 Hotel Sherman
Just at right of entrance
Also see Thulman Booths 424-25

The *Majestic* Co., Inc. 300 ERIE STREET HUNTINGTON, INDIANA

FIREPLACE



OR GAS APPLIANCE



each requires the **right vent!**

Everyone knows that a correctly designed chimney is essential to remove smoke and insure a properly functioning fireplace. But when it comes to venting gas appliances, some still believe that any kind of pipe, or even an unused chimney, will do the job.

Now the latest and most complete venting research yet undertaken has shown what conditions are necessary for proper gas venting. It proves the importance of a properly designed vent and demonstrates conclusively the superiority of Metalbestos, an insulated double-wall vent pipe, over other commonly used types.

METALBESTOS *is designed specifically for venting gas appliances*

Here are the reasons why you can be sure of better, safer venting when you specify Metalbestos:

- insulated double-wall construction
- inner hot stack carries off vent gases without condensation
- cooler outer pipe protects surrounding walls
- made of corrosion-resistant aluminum, won't break or crack, lasts the lifetime of the house
- easy, fast installation with quick couplings and adjustable fittings

For the best venting job, always specify

METALBESTOS—the insulated vent

METALBESTOS DIVISION

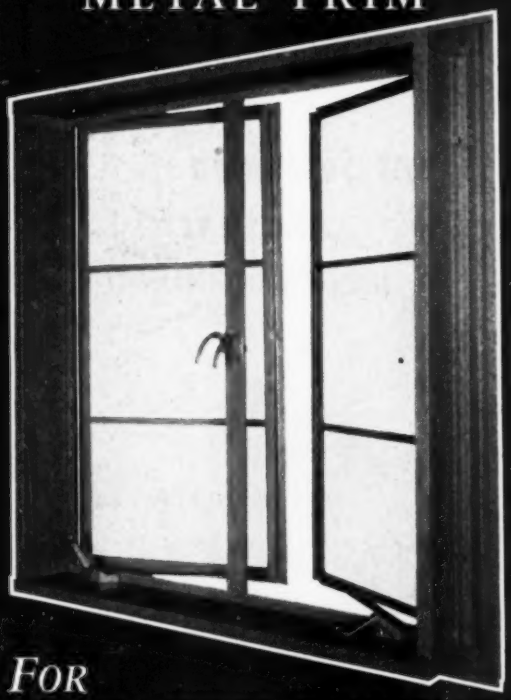
WILLIAM WALLACE COMPANY · BELMONT, CALIF.

Write for free

VENT INSTALLATION HANDBOOK

Contains complete, up-to-date information on gas appliance venting and many helpful installation tips. Based on latest authoritative venting research. For your copy write to Dept. J-1448-A

HOPE'S *NEW* COMBINATION *INSIDE-OUTSIDE* METAL TRIM



FOR HOPE'S STEEL RESIDENCE CASEMENT WINDOWS

Hope's new Inside-Outside trim combination saves you money, time and effort installing Hope's Steel Windows. Rough openings easily prepared; no sheathing to cut back or notch; you install trim without need for any finished carpentry whatever, either inside or out.

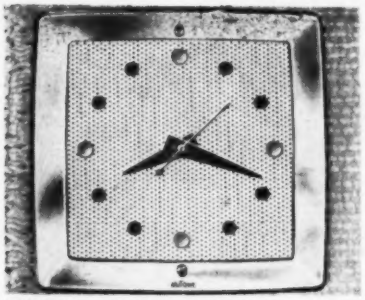
This solid steel trim construction makes window frames that never warp, shrink or swell and are fire, insect and vermin proof, adding extra value to the home . . . with lower costs to the builder.

Hope's new Metal Trim combinations assemble completely in a few minutes either at the warehouse or on the job. They accommodate all standard sizes of Hope's Steel Windows. For complete information write for Brochure No. 132.

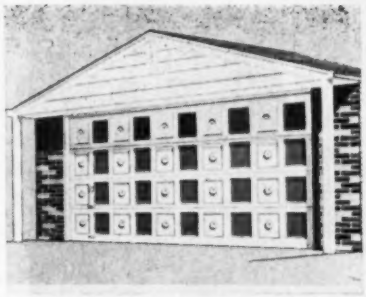
HOPE'S WINDOWS, Inc.

Jamestown, N. Y.

THE FINEST BUILDINGS IN THE WORLD ARE FITTED WITH HOPE'S WINDOWS

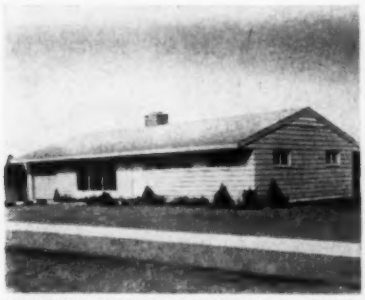


AB14016—HILTON—BOOTH NO. 259—DOOR CHIME-CLOCK—NuTone, Inc., Dept. AB, Madison & Red Bank Roads, Cincinnati 27, Ohio. Combination clock and chime is appropriate in any room of the house. Only eight inches square, the chime-clock can be recessed or surface mounted, painted to match any color scheme. Device operates on 16-volt transformer. Chime rings two notes for front, one for rear door. Unit is designed with satin-chrome bezel with white perforated grille. Cut-out opening: 6¾ inches square.



AB14219—HILTON—BOOTH NO. 62—GARAGE DOOR—Crawford Door Co., Dept. AB, 20263 Hoover Road, Detroit 5, Mich. Customized Design accessories have been introduced in response to builders' demands for new means of creating individuality in the garage door without incurring the expense of a custom-built unit. Accessories consist of a series of decorative rosettes, shadow moldings and false louvers which are applied to the panels, and, if desired, to stiles and rails in the case of the moldings, of any Crawford door.

AB14173—HILTON—BOOTH NO. 210—COPPER FLASHING—The Sisalkraft Co., Dept. AB, 205 W. Wacker Drive, Chicago 6, Ill. Copper armored Sisalkraft has been in short supply for many years due to government restrictions. Now, however, it is back on the market and available for prompt delivery, its manufacturers say. The product is a concealed flashing material which provides pure copper protection when used as recommended. It is available in three weights: one, two and three ounces of copper per square foot.

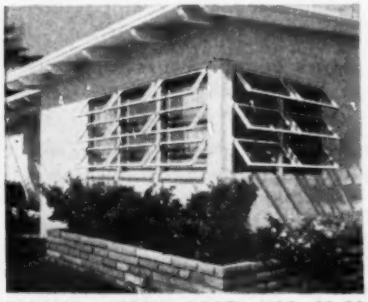


AB14159—HILTON—BOOTH NO. 201—PREFABRICATED HOME—Modern Homes Corp., Dept. AB, 7744 Greenfield Rd., Dearborn, Mich. Complete line of 14 architect-designed, factory-assembled homes has been announced for sale exclusively to qualified builders. The three-bedroom, 58x26-foot Capri home is typical of the 1954 line. This home has many quality features, such as the L-shaped corner fireplace, vanity lavatories in both the bathroom and master bedroom, Thermopane windows and ¾x10-inch redwood siding.

AB14224—HILTON—BOOTH NOS. 97 to 100; 110-111-112 — UNDER-COUNTER DISHWASHER—General Electric Co., Major Appliance Div., Dept. AB, 310 W. Liberty St., Louisville 2, Ky. This unit features an open-center upper rack that permits loading of both upper and lower racks at the same time. It is a top-loading, front-opening unit that can be installed under new or existing countertops. Conversion set includes caster base assembly, cord set, inlet and drain hose. Unit can repeat, skip or interrupt any stage in cycle.

AB14214—SHERMAN—BOOTH NO. 440—VENETIAN BLINDS—The Columbia Mills, Inc., Dept. AB, 101 Park Ave., New York 17, N. Y. Available in steel and aluminum, both types come with enclosed headbox, precision tiltor, automatic stop with center release and with an optional snap stop which holds the blinds stationary at any height. An improved bottom rail with plastic end-caps offers neat appearance and sturdy wear. Two-inch steel slats, slightly curved for strength, have been rustproofed and bonderized.

AB14351—SHERMAN—BOOTH NO. 419—METAL DOOR JAMB—Trimco Metal Products, Dept. AB, 1051 Hodiamont Ave., St. Louis 12, Mo. This device expedites accurate installation of doors; in four simple steps, jamb may be installed in houses of either wet wall or dry wall construction. The door is left as is; the opening is adjusted to fit the door, due to simplicity of handling of metal jamb. Unit is constructed with 360 plaster lock holes which lock plaster to the jamb. Adjustable strike plate assures better fit.



AB14160—HILTON—BOOTH NOS. 55-56—AWNING WINDOW—Gate City Sash & Door Co., Dept. AB, 15 S. W. Third Ave., Fort Lauderdale, Fla. Manufactured in sizes to fit any normal opening, these wood awning windows can be installed in all types of construction. Designed as all-climate, all-weather windows, they open wide to admit every breeze for summer comfort because they provide 100 per cent ventilation control, rain or shine. Weatherstripping, tight closure and insulation of sash insure cold weather protection.

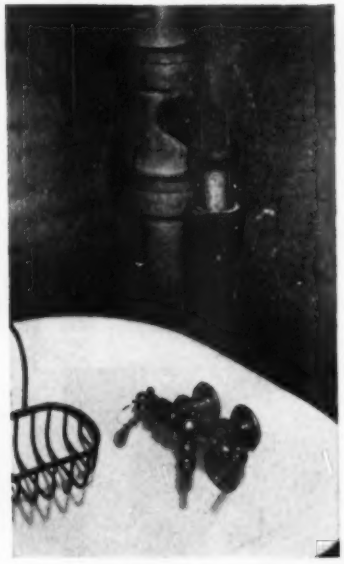
AB14202—SHERMAN—BOOTH NO. 327—TEXTURED PLANK—Wood Conversion Co., Dept. AB, 1st National Bank Bldg., St. Paul 1, Minn. New green-textured plank illustrated on room wall above is an addition to the Nu-Wood insulating interior finish line. It is predecorated in a shade of green selected for wide consumer appeal by a leading color expert. Surface has a rich texture both in appearance and touch. Plank is suitable for home and commercial construction. It is available in 12-inch widths, eight and ten feet long.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

Center of photo shows 117-year old 4" Cast Iron sewer stack and new 2" Cast Iron sink stack. Left foreground, new 4" Cast Iron sewer stack. All connect to original Cast Iron, sewer laid in 1836.

After 117 Years' Service

CAST IRON PIPE
HOUSE SEWER LINE
STILL IN PERFECT CONDITION



117-year old Cast Iron sewer stack connected to new 12" Cast Iron stack. Present bathtub on legs replaced old copper tub with wood rim.

In the OLDEST house in Chicago, Illinois, the original 4-inch Cast Iron Soil pipe stack and the original 4-inch Cast Iron Soil pipe house sewer are still in perfect condition.
The house was built in 1836. While being renovated and restored recently by Chicago Historical Society for dedication as a public memorial, plumbers discovered that its Cast Iron Soil pipe stack and sewer lines were good as new after 117 years of service.
Cast Iron Pipe is the only material approved by ALL national, state and city building codes for drainage inside and outside of buildings.

Home Buyers Appreciate Durability of CAST IRON SOIL PIPE

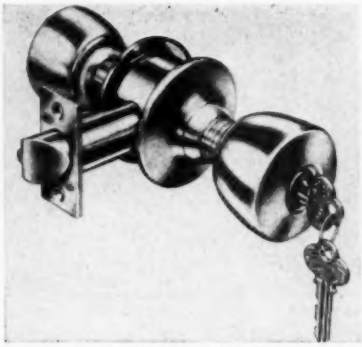
Cast Iron Pipe gives homeowners rugged strength, dependability, long life, economy, permanently light but flexible joints, zero moisture absorption. Cast Iron Pipe is a service-proven product, being in use in this country for over 100 years and in Europe for over 300 years.

★ ★ ★

Woodward Iron Company does not manufacture pipe, but we supply leading Cast Iron Pipe foundries with high grade foundry pig iron from which pipe is made.

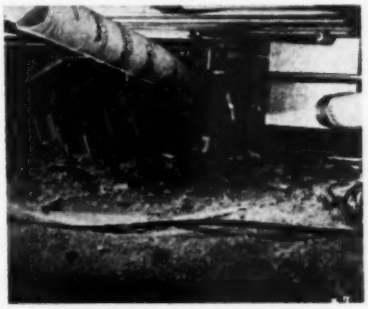
WOODWARD IRON COMPANY
WOODWARD, ALABAMA

....PRODUCTS EXHIBIT



AB14071—SHERMAN—BOOTH NO. 448—HEAVY-DUTY LOCK—P. & F. Corbin Div., The American Hardware Corp., Dept. AB, New Britain, Conn. These heavy-duty locks are for use in fine residences, schools, hospitals and commercial buildings. Made in 27 functions, several designs, in cast or wrought brass, bronze or aluminum. Wide range of finishes. Special units backset 5, 7 and 10 inches, rabbeted front and strike. Operating and dummy matching trim, king-size round and square rose plates.

AB14019—HILTON—BOOTH NOS. 227-228—STEEL KITCHENS—Berger Mfg. Div. of Republic Steel Corp., Dept. AB, Canton, Ohio. A total of 68 cabinet sizes and styles with a complete line of accessories combines solid construction and good design. Base, wall and sink cabinets include such features as floating drawer action through use of nylon glides, new insulation made of an asphalt-asbestos coating inside drawer heads and doors, new "Perma-Finish" enamel, wall cabinets without door handles, new stainless steel trim.



AB14058—HILTON—BOOTH NO. 247—FIBER DUCT—Sonoco Products Co., Dept. AB, Hartsville, S. C. Sonoairduct-XP designed for use in crawl, basement or attic space with gas or oil-fired warm-air systems as supply or return line. Lined with aluminum foil and wrapped with 16-lb. asbestos on outer surface. Supports 200-lb. man without crushing. Diameters 2 to 36 inches. Lengths up to 24 ft., or 48 ft. on special order. Can be sawed on job to exact lengths. Fiber is laminated.

◆ ***USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237***

AIR CONDITIONING AND SOUND CONDITIONING

the great new aids in selling houses

Always on the lookout for features that will sell houses faster, builders are closely following the two new trends in housing—all-year air conditioning and sound conditioning. People long have wanted homes with year-round "controlled climate." More recently, they have become interested in controlling noise in their homes. At the Builders Show in Chicago, Armstrong shows how two important building materials can help you sell houses.

Temlok Sheathing lowers air-conditioning costs

It costs from 300% to 500% more to take heat out of a house than to put it in. That's why an insulating sheathing like Armstrong's Temlok has a prominent place with builders planning air-conditioned homes. Walls of Temlok sharply reduce heat penetration, thereby cutting the load on air-conditioning equipment. Temlok often permits the use of a smaller unit. Yet, Temlok costs less to use than wood sheathing.

Cushiontone quiets noisy areas at low cost

Noise control is a newer idea with home builders. Comfortable quiet can be added to a home by installing Armstrong's Cushiontone—a low-cost, highly efficient acoustical material. During the coming years, more and more builders will feature Cushiontone ceilings in kitchens, dining areas, living rooms, basement rooms, and other areas where noise can "build up." A ceiling of Cushiontone can be installed easily by nailing, cementing, or by screw application.

For detailed information, see the Armstrong display at the National Home Builders Show in Chicago or write Armstrong Cork Company, 3501 Rider Avenue, Lancaster, Pennsylvania.

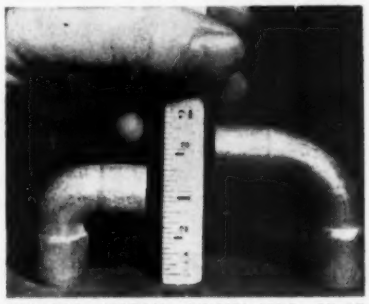
Don't miss the Armstrong display at the National Home Builders Show.

Armstrong's Building Materials

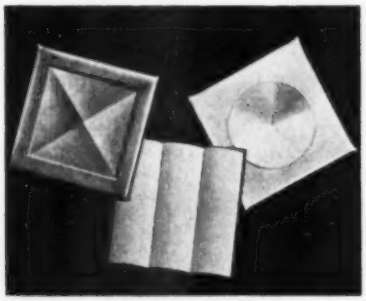
M-67 Monowall® • Cushiontone® • Temlok® • Hardboards • Insulating Wool • Counter-top Cement

AB14344—SHERMAN—BOOTH NO. 320—CUSTOM-BUILT KITCHENS—St. Charles Manufacturing Co., Dept. AB, St. Charles, Ill. All kitchens designed by this company are custom-built to fit the space in which they will be installed, so kitchen at the show will differ from the one shown above. Eleven colors, white and natural birch exteriors, with unusual accessories and special purpose units are available. Latter include divider unit with doors on both sides, tall cupboard with sliding shelves, one-piece sink top.

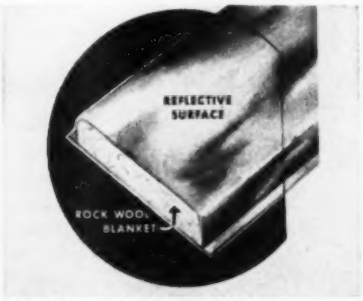
AB14327—SHERMAN—BOOTH NO. 449—PREFABRICATED HOME—W. G. Best Factory Built Homes, Inc., Dept. AB, Effingham, Ill. The "Ft. Wayne," modern low-line design, two-bedroom home has an attached garage. Structure has overall length of 60 feet. Home itself is 24x38 feet; a 12x24 garage and connecting 10x20-foot room account for the additional frontage. House has double hung windows, 2x4 studs, 16 inches o.c., with two courses of red cedar shingles applied to outside. Forced air heat, Kentile floors in kitchen.



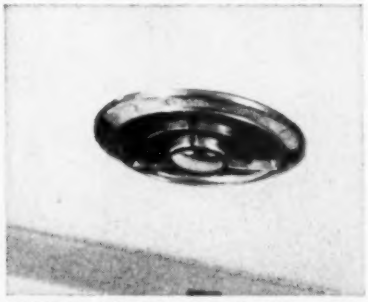
AB14335—HILTON—BOOTH NOS. 68-69—COPPER ELBOW—Chase Brass & Copper Co., Dept. AB, Waterbury 20, Conn. New short radius wrought copper elbow saves space compared with the old style elbow pictured on the right. Compact design and very short radius of new fitting will allow it to fit into confined spaces for easier installation. Due to its compactness, the fitting is readily heated for soldering, resulting in faster installation. Now available in ½-inch size; other sizes from ⅜-inch to 2 inches to follow.



AB14265—SHERMAN—BOOTH NO. 463—WALL TILE—Franklin Plastics, Inc., Dept. AB, Franklin, Pa. A new plastic wall tile can now be purchased in three designs: Wave, Halo and Crystal, to create decorative effects in kitchens, bathrooms, play rooms, lounges, powder rooms, business establishments, bars, window displays and office buildings. Designs can be used as feature strips, for whole walls or with Franklin's standard tile. The new Shadowtile comes in standard 4¼x4¼ squares in many decorator colors.



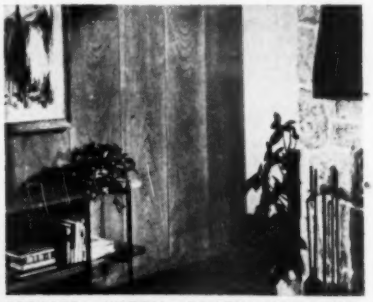
AB14271—HILTON—BOOTH NO. 4—BLANKET INSULATION—The Celotex Corp., Dept. AB, 120 So. La Salle St., Chicago 3, Ill. Two forms of insulation, plus vapor-barrier, are offered in one product—the new Celotex Reflective Blankets. The non-corrosive reflective surface placed on the side faced to outer wall sheathing or roof side of ceiling is designed to retard the flow of radiant heat. The encased layer of fireproof rock wool (about 2 inches thick) is designed to retard the flow of conductive heat.



AB14274—HILTON—BOOTH NO. 57—CEILING VENTILATOR—Pryne-Rittenhouse Sales Corp., Dept. AB, 142 No. Towne Ave., Pomona, Calif. Blo-Fan, a ceiling exhaust ventilator, has been improved so that it is now even more efficient and quieter in operation, its manufacturers say. The new design permits the forming of a one-piece blade that attains perfect balance and minimizes noise. Blo-Fan offers a 9-position control which assures operation at the exact speed required by the degree of air pollution.

AB14261—HILTON—BOOTH NOS. 80-81-82—BUILT-IN LAVATORY—Briggs Manufacturing Co., Dept. AB, 3001 Miller Ave., Detroit 11, Mich. A new flat-rim vitreous china lavatory for building-in, suitable for either tile or composition top counter installations in bathrooms and powder rooms has been introduced. It measures 22x18 inches, has twin concealed front overflows, a wide anti-splash rim, twin soap spaces, and a wide ledge extending around bowl, and slant-back fitting. Available in four pastel colors as well as white.

AB14333—HILTON—BOOTH NOS. 152; 158 to 163—AUTOMATIC LAUNDRY UNIT—Appliance and Electronics Division, AVCO Mfg. Corp., Dept. AB, Cincinnati 25, Ohio. Completely automatic washer and automatic dryer are designed for modern homes. Washer has flexible tub and super-agitator washing action; with floataway-flushaway draining, garments get deep water rising action. Dryer, either gas or electric, provides high airflow drying, enabling safe low heat to be used. Unit maintains safe temperatures, shuts itself off.



AB14352—HILTON—BOOTH NOS. 147-148-149—MAHOGANY PANELS—United States Plywood Corp., Dept. AB, 55 W. 44th St., New York 36, N. Y. Plankweld Honduras mahogany panels, of three-ply balanced construction, are ¼-inch thick, and come in six, seven and eight foot lengths, 16¼ inches wide. Edge-grooved for a neat lap joint, each panel is held firmly to the wall with a concealed metal clip, eliminating nailing through the face of the wood. Panels may be fastened directly to studs or to any nail holding surface.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

IT'S EASY TO MAKE
TURNTABLES
of All Types With Triangle's
"Lazy Susan" BALL BEARING

All in one interlocked piece—no parts to lose!

• AVAILABLE IN 3-INCH, 6-INCH AND 12-INCH SIZES

It's easy to make Lazy Susan trays and shelves; TV turntables; revolving fixtures, chairs and stools; toys and novelties with Triangle's Lazy Susan "flat-as-a-pancake" ball bearing—only 5/16" thick! All steel, stamped and interlocked construction. Easy-rolling ball bearings locked in large race for perfect balance.

If your jobber can't supply you, order direct; 3" size—$1.00 each; 12—60¢ each; 6" size—$1.60; 12—$1.05 each; 12" size—$4.00 each; 3 for $10. Prepaid orders postpaid in U. S. A. No COD's. Satisfaction guaranteed. Write for quantity discounts.

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If you build with masonry, a lasting Sta-Dri paint finish will make drab cinder block, concrete block, stucco or parget coating beautiful, marketable, profitable—and water tight.

Sta-Dri masonry paint holds a wall of water nine feet high without leakage, even if applied inside a basement.

Ask about the *new* Sta-Dri LINK that bonds plaster or concrete to any surface. Easy to apply. Fast. No difficult preparation. Cuts construction costs. More durable.

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Sta-Dri

American STA-DRI Co., Brentwood, Md.

Windows that SELL
are equipped with
HETTINGER'S Triple Seal
SASH BALANCES and WEATHERSTRIPS

"We are delighted with our easy-operating, weathertight windows, thanks to our builder who equipped them with Hettinger's TRIPLE SEAL. He tells us that they meet or exceed the requirements of the American Wood Window Institute. And they're featherlight, too—so velvet smooth that even a child can open them."

No Window Insulates as Well as a WOOD WINDOW

UNIT PACKAGE SPEEDS INSTALLATION

For quicker on-the-job or mill-assembly of window units. Everything needed for one window is packaged in a single unit —your choice of either the famous STANDARD unit or the new ONE PIECE full jamb cover unit. Also available in bulk. Write today for full information and the name of your distributor.

Triple Seal
Combination Sash Balances and Metal Weatherstripping

Weatherproof Products Corporation 1B
Waldo Station, P. O. Box 8498, Kansas City 14, Missouri

Please send me complete information about Hettinger's Triple Seal. I am a builder ☐ — dealer ☐, interested in on-the-job installation ☐ — mill-assembled window units ☐.

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ADDRESS _____
CITY _____ STATE _____
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Hammel

Circulaire

recessed vented wall heaters

tested and approved by

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"CIRCULAIRE" means economy in operation! quick and fully circulating heat! comfort from floor to ceiling!

will sell more homes "FASTER"

8 SIZES

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Please send full information on Circulaire Heater.

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City_____ **Zone**____ **State**_____

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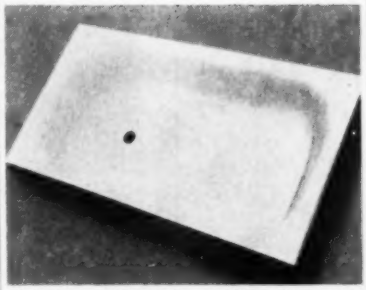
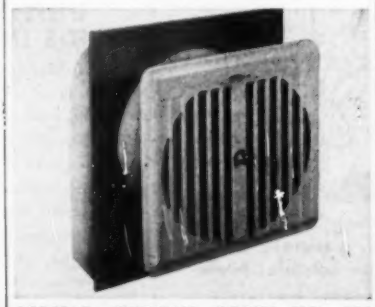


AB14292—SHERMAN—BOOTH NO. 314—FIBER GLASS BATHTUB—Carl A. Strand Co., Dept. AB, Birmingham, Mich. This bathtub weighs only 25 pounds yet has the gleaming luster of enamel. It is of fiber glass reinforced construction and has a satiny surface which is said to retain water temperatures longer than a metal tub. Known as the Strandglas bathtub, it is not affected by normal heat or cold, is cleaned with soap and water, is noncorrosive. Now in white only.

AB14201—SHERMAN—BOOTH NOS. 332-333—RADIANT HEATING PANEL—United States Rubber Co., Dept. AB, Rockefeller Center, New York 20, N. Y. Uskon electrical panels, 1/16-inch thick, can be cemented to ceiling like wallpaper. Panel consists of a sheet of conductive rubber that is the heating unit, sandwiched between layers of thin plastic and aluminum foil. Radiant heating for an entire house or a single room is possible. Panels weigh only six ounces per square foot. Number of panels determined by climate, insulation.



AB14140—SHERMAN—BOOTH NO. 458—VENTILATING FAN—Fasco Industries, Inc., Dept. AB, 255 N. Union St., Rochester 2, N.Y. No. 1082 outside wall ventilating fan is available in both eight- and ten-inch models. This powerful fan opens the outside door automatically and keeps it open. When fan is turned off, a counter-balanced spring action snaps door back weather tight. The square design of inside grille and outside frames simplifies installation in outside walls of any construction. Telescoping sleeve adjusts to any wall thickness.

◆ ***USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237***

annular-threaded linoleum underlay drive screws

To make your linoleum underlays hold tightly and lie flat permanently, secure them with Hassall annular-threaded linoleum underlay drive screws. They are cement-coated for maximum gripping power. Heads are flat countersunk type. Size: 1¼" x #3 gauge. State quantity when writing for prices to:

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Revolutionary design provides maximum door mirror safety. Warping or slamming doors will not result in "showers" of flying glass, because it has 4 times greater impact resistance. Bright Silvering guaranteed against tarnishing. Made in all popular sizes. Sturdy construction with smooth masonite backs they may serve as complete door panels.

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CITY _____
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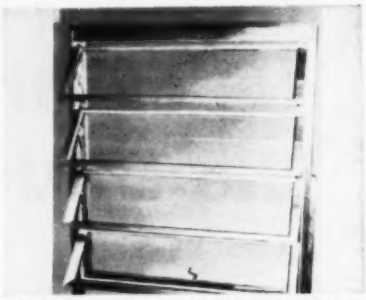
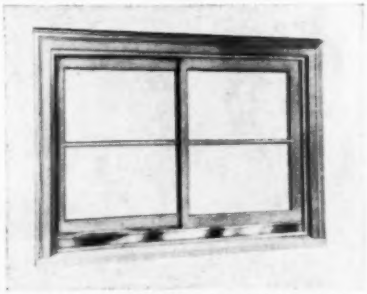
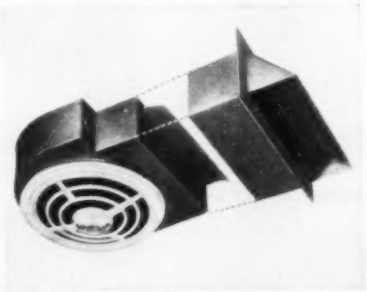


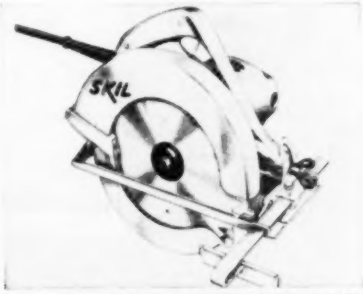
AB14329—HILTON—BOOTH NOS. 282 to 285—AWNING WINDOW—General Bronze Corp., Alwintite Division, Dept. AB, Garden City, N. Y. This aluminum window provides a variety of interesting arrangements for living, bed, dining and recreation rooms. It is also suitable for apartments, institutions or commercial buildings. Manufacturer will also show a new aluminum sliding door; this unit has double-door sections which slide on rollers. It is designed for use between indoors and outdoors, such as in patio entrances.



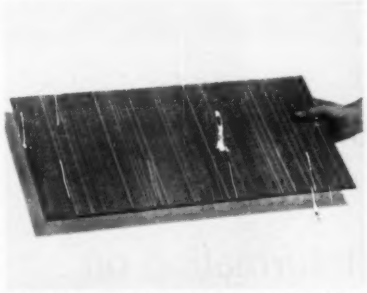
AB14241—SHERMAN—BOOTH NO. 404—HORIZONTAL WINDOW—The Malta Manufacturing Co., Dept. AB, Malta, Ohio. The Malt-A-Glide, sliding horizontal window, is designed to complement contemporary styling in residential architecture. It lends itself to use in picture window and light wall combinations and is especially adaptable for use in high ribbon windows in ranch-style homes, affording light and ventilation, while providing privacy and greater usable floor space area.



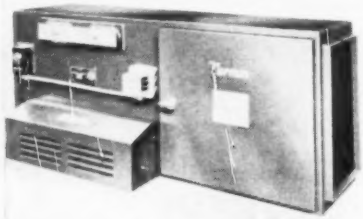
AB14072—SHERMAN—BOOTH NO. 354—KITCHEN FAN—Berns Mfg. Corp., Dept. AB, 3050 N. Rockwell St., Chicago, Ill. Berns Air King requires depth of only 3½ inches for mounting and 9½-inch ceiling opening. Uses standard 3¼-inch by 10-inch furnace pipe. Blower type pressure blade to maintain high air exhaust and cool motor. Grille is removable without tools by unscrewing center grille knob. Delivers 400 cfm. Comes in white enamel or chrome finish. Three-speed control switch also available.



AB14021—HILTON—BOOTH NOS. 23-24—PORTABLE SAW—Skil Corporation, Dept. AB, 5033 Elston Ave., Chicago 30, Ill. This 8¼-inch builder's saw features a universal motor, ball and needle roller bearing construction, overhead-type handle for one-hand control, built-in rip fence and an automatic telescoping blade guard with retracting handle. Upper blade guard directs sawdust away from operator, keeping line of cut clean. Saw is adjustable for depth of cut from $\frac{1}{16}$ to 2⅞ inches; for bevel cutting to 45 degrees.



AB14285—HILTON—BOOTH NO. 17—SIDING SHINGLE—National Gypsum Co., Dept. AB, 325 Delaware Ave., Buffalo 2, N. Y. The Gold Bond Chroma-Tex siding shingle comes in five colors and is protected by the Gold Bond Surfaseal, a transparent coating which protects shingles from staining, soiling and moisture. The deep grain of the shingle gives it a two-tone effect, dark in the valleys and lighter on the ridges. Made of asbestos and cement, shingles are fireproof. Colors include green, brown, coral, gray and ivory.



AB14126—SHERMAN—BOOTH NO. 338A—GAS FURNACE—Norman Products Co., Dept. AB, 1150 Chesapeake Ave., Columbus, Ohio. The Southerner, new horizontal gas furnace for space heating, is ideal for central heating of small individual buildings. Horizontal construction makes possible its installation in crawl spaces, on basement ceilings or in the attic. The unit's compactness permits ducts to be laid out economically. The Southerner is 23" wide, 21½" long and 55" high. Ratings range from 52,000 to 112,000 Btu's per hour.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION PAGE 237*

Sterling® HARDWARE

better sliding door hardware thru better design

SAVES TIME AND MONEY

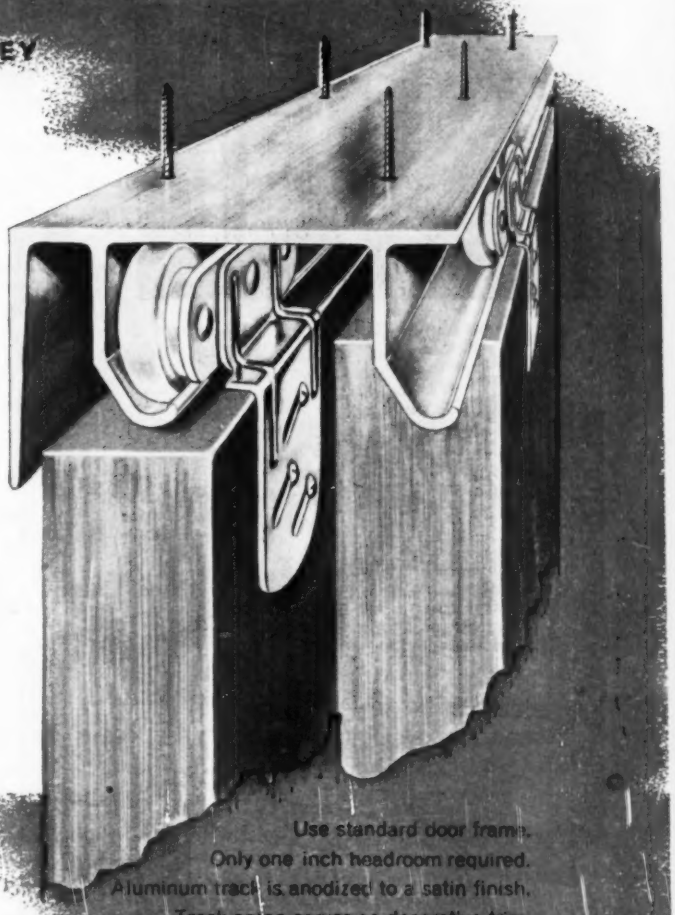
STERLING DESIGN means simple installation, easy adjustment and long life. These are the result of careful planning on the drafting board.

STERLING QUALITY means no expensive call-backs . . . no costly replacements.

STERLING PERFORMANCE means satisfaction . . . proved by years of trouble-free service.

Available in complete packaged sets for most door openings.

STERLING HARDWARE MFG. CO.
2345 West Nelson Street • Chicago 18, Illinois



Use standard door frame.
Only one inch headroom required.
Aluminum track is anodized to a satin finish.
Track apron serves as decorative trim.
Adjustable hangers with nylon rollers.

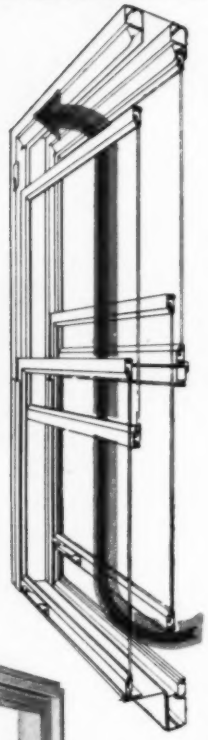
Sterling means Quality

Sterling® HARDWARE

- **NATIONALLY ADVERTISED** in Leading Magazines
- **SEE OUR CATALOG IN SWEET'S:** Architectural File • Light Construction File
- **VISIT OUR DISPLAYS:** Architects Samples Corporation, 101 Park Ave., N.Y.C.
  Chicago Met. Home Builders Ass'n., 130 W. Randolph

SEE HOW RUSCO WINDOWS THE EXTRA SELLING FEATURES

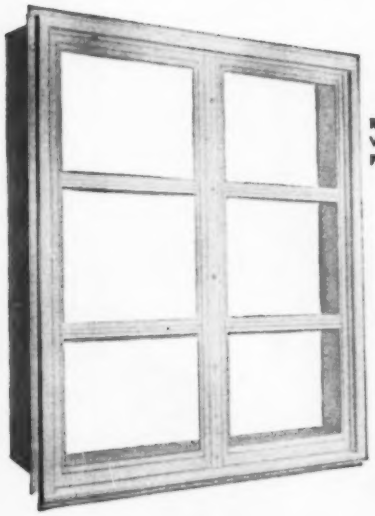
Conventional windows leave the new home buyer with a half-finished job. WITH RUSCO YOU GIVE HIM COMPLETE PROTECTION AGAINST THE ELEMENTS!



The plain fact is that the home built with conventional windows and doors is *not* a *finished* job. It is not a *livable* home until windows and doors are protected with screens and insulating sash. Old-fashioned screening and storm sash only aggravates the situation further by being an eyesore and a constant seasonal-change nuisance.

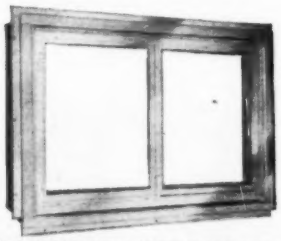
For new construction, RUSCO hot-dipped galvanized steel PRIME WINDOWS are the ideal answer. Rated the world's finest windows by many builders and architects. Rusco Prime Windows are completely-assembled, ready-to-install units — glazed, finished-painted, *with screen, insulating sash and built-in weatherstripping in one integral unit!* And savings in field labor are so great that they are cost-competitive with the cheapest windows on the market on an installed cost basis!

For existing structures and where conventional windows are used, RUSCO ALL-METAL, SELF-STORING SCREEN AND STORM SASH, which is permanently installed without alteration to existing windows, is the answer. Rusco Combination Screen and Storm Sash is available in several models and price ranges to meet every situation. More than 10,000,000 installations tell you that people prefer RUSCO by far!



RUSCO "FULVUE" VERTICAL SLIDE PRIME WINDOW

RUSCO VERTICAL SLIDE PRIME WINDOW



RUSCO HORIZONTAL SLIDE PRIME WINDOW

Sliding glass panels in Rusco Windows are removable from *inside* for safety and ease of cleaning. A very popular feature with users.

ONLY RUSCO WINDOWS OFFER THESE IMPORTANT FEATURES:

- **Magicpanel® Fingertip Ventilation Control gives year 'round rainproof, draft-free, filtered-screen ventilation.**
- **Rusco's Fiberglas screen will not rust, rot, corrode or stain — never needs painting.**
- **Built-in waterproofed felt weatherstripping.**
- **Positive, automatic, springbolt-action locking in closed and all ventilation positions.**
- **Hot-dipped galvanized steel, bonderized and finished with baked-on Satin Silvertone enamel.**
- **Smooth, easy operation in felt-lined slides. No troublesome sash cords, weights or balances.**

AND DOORS CAN GIVE YOU YOU'LL NEED IN '54!

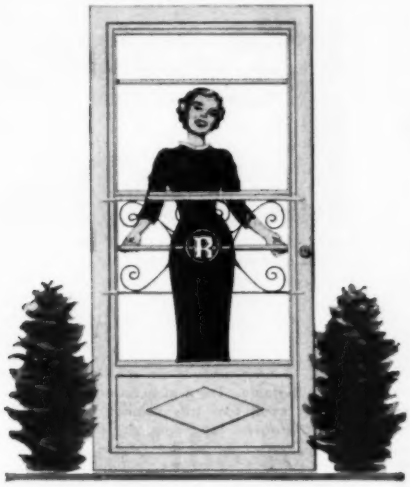
As building becomes more competitive, the success and profit margin of your business will depend increasingly upon sound, merchandisable plus-value features. This is true of new construction and of remodeling and modernization work alike.

Rusco windows and doors offer you tremendous opportunities in this direction because of their many unique, advanced and exclusive features. What's more, the advantages Rusco offers represent basic structural improvements that greatly increase comfort and convenience—advantages that every consumer *wants* and will immediately appreciate.

RUSCO DOORS ARE YEARS AHEAD—MAKE OTHERS OBSOLETE!

Operate Just Like a Window—Give Fingertip Ventilation Control—Nothing to Change, Nothing to Store

RUSCO *Hot-Dipped Galvanized Steel*
PICTURE-WINDO COMBINATION
SCREEN and STORM DOOR



Without question the greatest combination door value ever offered. Lower glass panel raises to ventilate, lowers to insulate! Nothing to change or store—gives all-year screen door and storm door protection. Beautifully finished with baked-on Satin Silvertone enamel. Also available in other colors at slight extra cost.

The Sensational New RUSCO *3-in-1* Windo-Door

prime door . . . screen door . . . ventilating picture-window

all in one unit!

OPERATES JUST LIKE A WINDOW—GLASS PANELS SLIDE UP AND DOWN

MAGICPANEL® FINGERTIP VENTILATION CONTROL

ELIMINATES NEED FOR SEPARATE SCREEN DOOR

BRINGS WELCOME LIGHT AND VENTILATION INTO THE HOME

LIKE ADDING A BIG EXTRA PICTURE WINDOW TO KITCHEN, HALL OR WHEREVER USED

NEVER IN THE WAY—VENTILATION OBTAINED WITH WINDO-DOOR CLOSED

FIBERGLAS SCREEN WILL NOT RUST, ROT, CORRODE—NEVER NEEDS PAINTING

ALL THE ADVANTAGES OF 3 DOORS AT THE COST OF 1 DOOR!

Unlike conventional doors that cut off light and ventilation, the Rusco Windo-Door makes a huge window area of the doorway and provides controlled Magicpanel® ventilation from the top, bottom or both. A special adaptation of the famous Rusco vertical-slide window, the Windo-Door unit comprises glass and Fiberglas screen panels mounted in rattle-free, felt-lined metal slides (hot-dipped galvanized steel, finished with baked on enamel, or aluminum, as preferred). This unit can be easily installed in any standard wood door of 1⅜" or 1¾" thickness.

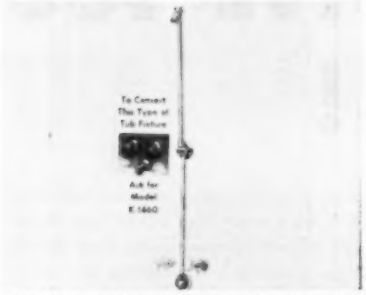
RUSCO
World Leader in
WINDOW and DOOR CONDITIONING

SEND FOR FULL INFORMATION AND SPECIFICATIONS

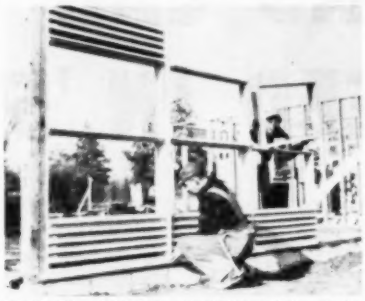
The F. C. Russell Company, Cleveland 1, Ohio, Dept. 7AB14

Gentlemen:
Please send me full details on your: (check below)
Rusco Prime Windows ☐ Rusco Combination Screen and Storm Sash ☐
Rusco Combination Screen and Storm Door ☐ Rusco Primary Windo-Door ☐

Name .....
Company .....
Address .....
City ..... *Zone* ..... *State* .....
Type of Business .....



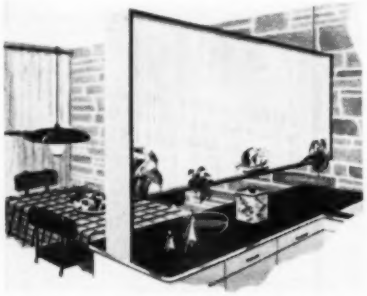
AB14353—SHERMAN—BOOTH NO. 431—SHOWER FIXTURES—Milwaukee Flush Valve Co., Dept. AB, 301 E. Reservoir Ave., Milwaukee 12, Wis. Illustrated fixture is designed to convert an over-rim tub filler into a modern fixture with no necessity for remodeling or alterations. The shower arm on these fixtures can be raised and lowered to any position; for filling the tub, the arm is swung straight down, the showerhead turned and the water turned on. Several fixtures are designed for remodeling.



AB14056—HILTON—BOOTH NOS. 276-277—INTERLOCKING WINDOWS—Solar Air-Flo, Inc., Dept. AB, Goshen, Ind. Totem line is ponderosa pine, Solar line is redwood. Solar has complete glass area and ventilating louvers in one frame. Wide range of sizes. Totem stacks to form new type load-bearing modular window wall. Glazed with Thermopane and packaged. Locking is with splines. Frames are louver ventilating, open for fixed glass, hopper-type, projected sash, or fitted panel.

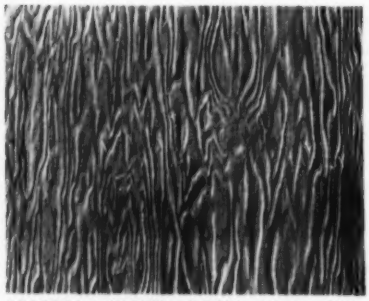
AB14286—HILTON—BOOTH NO. 250—RANCH-TYPE HOUSE—Pease Woodwork Co., Dept. AB, 937 Forest Ave., Hamilton, Ohio. The air-conditioned "Airewood" is the latest plan in the Pease Homes line of prefabricated houses. This house contains 1,067 square feet of floor area. Kitchen features natural finish birch cabinets. By closing a Modernfold door, a portion of the living room is converted to a third bedroom. Modernfold closet doors are used throughout.

AB14010—SHERMAN—BOOTH NO. 344—AIR CONDITIONER—Delco Appliance Division, General Motors Corp., Dept. AB, Rochester 1, N.Y. This pressure-atomizing oil burner is composed of a 16-gauge, seam-welded heat transfer unit, stainless steel combustion chamber and heavy-duty steel cabinet. Unit provides complete winter air conditioning automatically by heating, humidifying and filtering air. Sensitive thermostat works in co-ordination with master and limit controls mounted on main cabinet.



AB14283—HILTON—BOOTH NOS. 270-271—TRANSLUCENT PANELS—International Molded Plastics, Inc., Dept. AB, 4387 W. 35th St., Cleveland 9, Ohio. Structoglas shatterproof translucent polyester glass fiber building panel has many decorative uses. It is easily sawed and nailed and needs only light conventional framing. Standard moldings and closure strips are available. Precise match of corrugations in panels permits exact fitting to moldings and closures and with other corrugated materials.

AB14051—HILTON—BOOTH NOS. 221-222—KITCHEN CABINETS—Lyon Metal Products, Inc., Dept. AB, Aurora, Ill. Lyon New Freedom Gas Kitchen features finger tip cabinets underneath the wall cabinets; an air control cabinet for filtering air in kitchen over the range; all doors pop open with a light tap. Corner doors swing in either direction. Shelves are adjustable. There are cutlery tray, cutting board, bread box, tray cabinet, towel cabinet, platter grooves, cup hooks, dry storage cabinet.

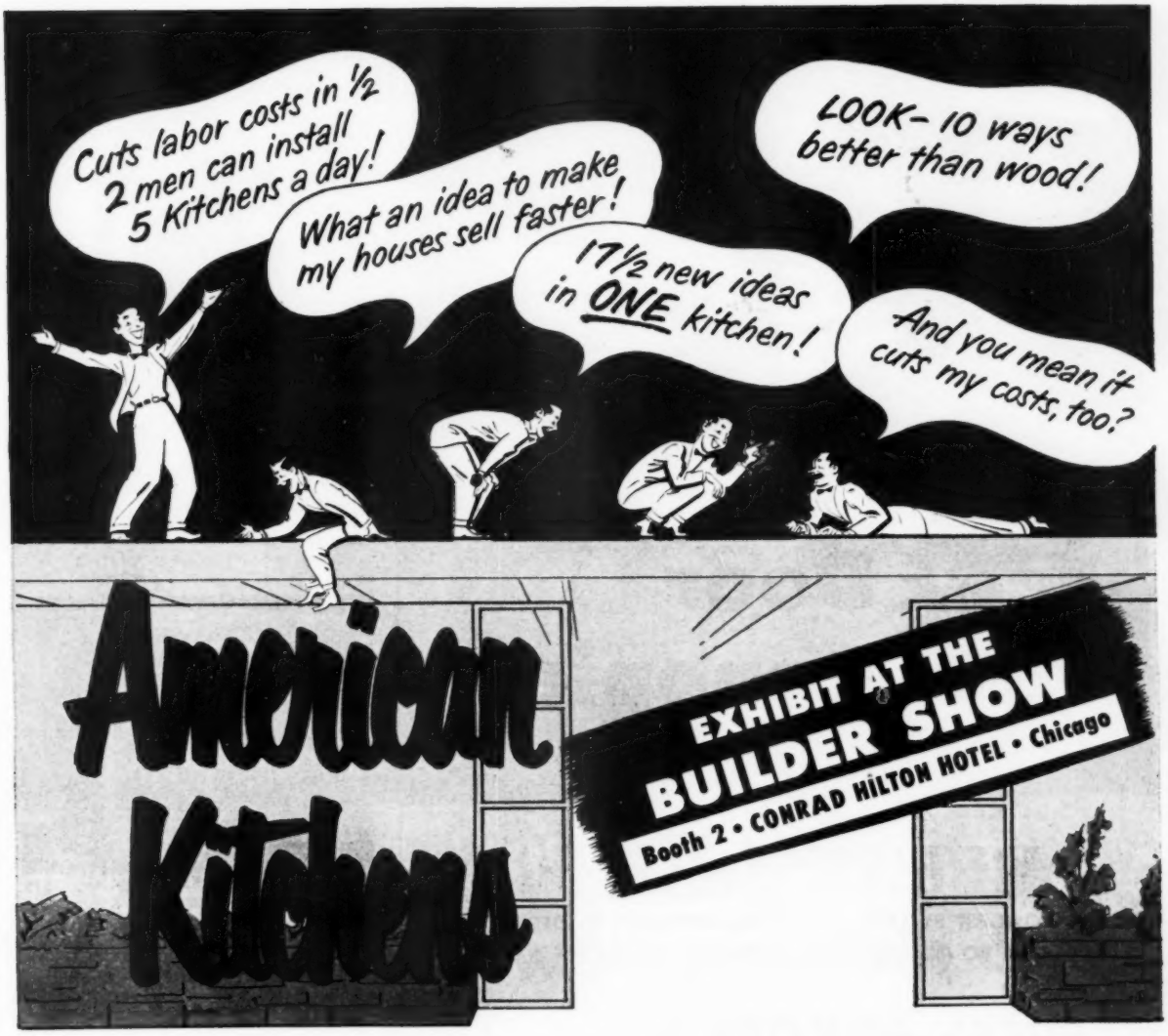


AB14206—HILTON—BOOTH NOS. 266-267—TEXTURED PANELING—Georgia-Pacific Plywood Co., Dept. AB, 270 Park Ave., New York 17, N. Y. Textured, highly grained wood wall paneling, Ripplewood, fits into various settings in the home, including entrance hallways, dining alcoves, bedrooms, modern or traditional living rooms. An unfinished attic can be made into a useful room at little cost with Ripplewood to finish the wall areas. Other design possibilities include styling for cabinets, chests, picture frames, etc.

AB14014—SHERMAN—BOOTH NO. 456—WALL TILE—The Mosaic Tile Co., Dept. AB, 1949 Pershing Ave., Zanesville, Ohio. Architects and builders can now give their home customers individualized bathrooms without high cost or special designing. By combining the manufacturer's Mosaic Formfree Tile (copyright 1951) with Mosaic Glazed Wall Tile as shown above, bathroom becomes less functionalized and more attractive. This clay tile is also adaptable to kitchen walls. Tile cleans easily, requires no paint.

AB14054—HILTON—BOOTH NOS. 293-294—HARDWOOD CABINETS—The I-XL Furniture Co., Dept. AB, Goshen, Ind. High grade line of cabinets in natural grained wood or in white enamel includes such features as a one-piece sink and counter tops. Line is stated to be large and flexible enough to meet all requirements in kitchen planning. To commemorate its 100th anniversary, company developed the "Centennial Line." Firm pioneered in the kitchen cabinet field, has helped perfect modern custom kitchen.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*



See the newest kitchen in the world with 17½ built-in house selling features!

Ideas that sell homes faster—that make women prospects "stop—look and buy!" See the American Kitchens Exhibit at the National Association of Home Builders' Show! Booth 2—Conrad Hilton Hotel, Chicago. See for yourself the really new ideas for kitchen convenience with house-selling appeal. See the newest kitchen in the world—and find out at the same time how it can cut your material and labor costs. Find out how only 2 men can install 5 American Kitchens a day. See for yourself how they fit any shape or size room—install easier and quicker!

Let us prove how famous builders use better quality American Kitchens at lower prices to sell homes faster!

AMERICAN KITCHENS DIVISION AVCO CONNERSVILLE, INDIANA

American KITCHENS
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American Kitchens Division
AVCO Manufacturing Corp.
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Please send me complete information about American Kitchens and your new Architects' and Builders' File.

Name_____

Address_____

City_____ Zone____ State____

48" DOOR CANOPY

72" STOOP CANOPY

TROY **Door Canopies**

made of sturdy rustproofed STEEL!

- **STRONGEST BY FAR!**
- **EASIEST TO INSTALL**
- **HARMONIOUS IN DESIGN**
- **LOWEST IN PRICE**

EVERY BUILDER Knows—

. . . that unprotected outside doors are a constant source of trouble, discomfort and expense.
Swollen, warped casings . . . sticking doors . . . often show up before your houses are sold. Often this reflects upon your reputation as a builder.
Yet you can eliminate that problem for a total cost of less than $30.00 . . . but of even more importance! A Troy Door Canopy furnishes you with another strong selling feature.

Troy Canopies were designed by architects. They look like a part of the house . . . not like an afterthought.

They will please the taste of any prospective customer.

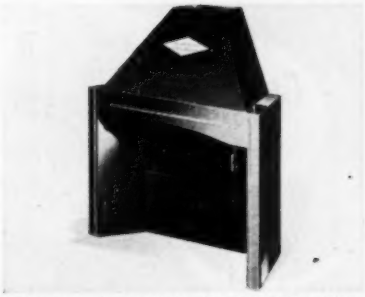
***BUILDERS*—Write us for prices. If you will advise us of your possible total requirements . . . your first sample will be applied to subsequent requirements.**

***DEALERS*—Troy Canopies are packaged . . . for over the counter sale. Easily installed by the purchaser. Already a profitable item for hundreds of Lumber & Supply Dealers.**

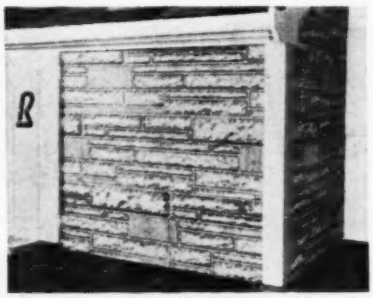
THE TROY SUNSHADE CO., TROY, OHIO

THE OLDEST AND LARGEST
MANUFACTURERS OF SUN CONTROL PRODUCTS

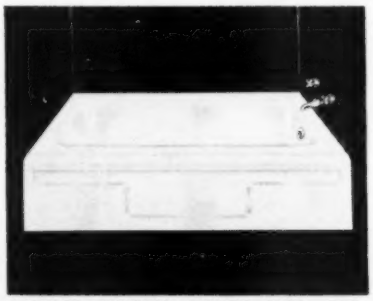
....PRODUCTS EXHIBIT



AB14215—SHERMAN—BOOTH NOS. 348-349—FIREPLACE—Heatilator, Inc., Dept. AB, 6311 E. Brighton Ave., Syracuse 5, N. Y. This fireplace unit is a heavy-gauge steel form designed to simplify and assure correct construction, while increasing the efficiency of the open fireplace. All vital parts come fully assembled in the compact unit with only the decorative masonry needed to complete the installation. Construction guesswork is eliminated. Unit takes in cool air at floor level, heats it behind firebox, returns it to room.

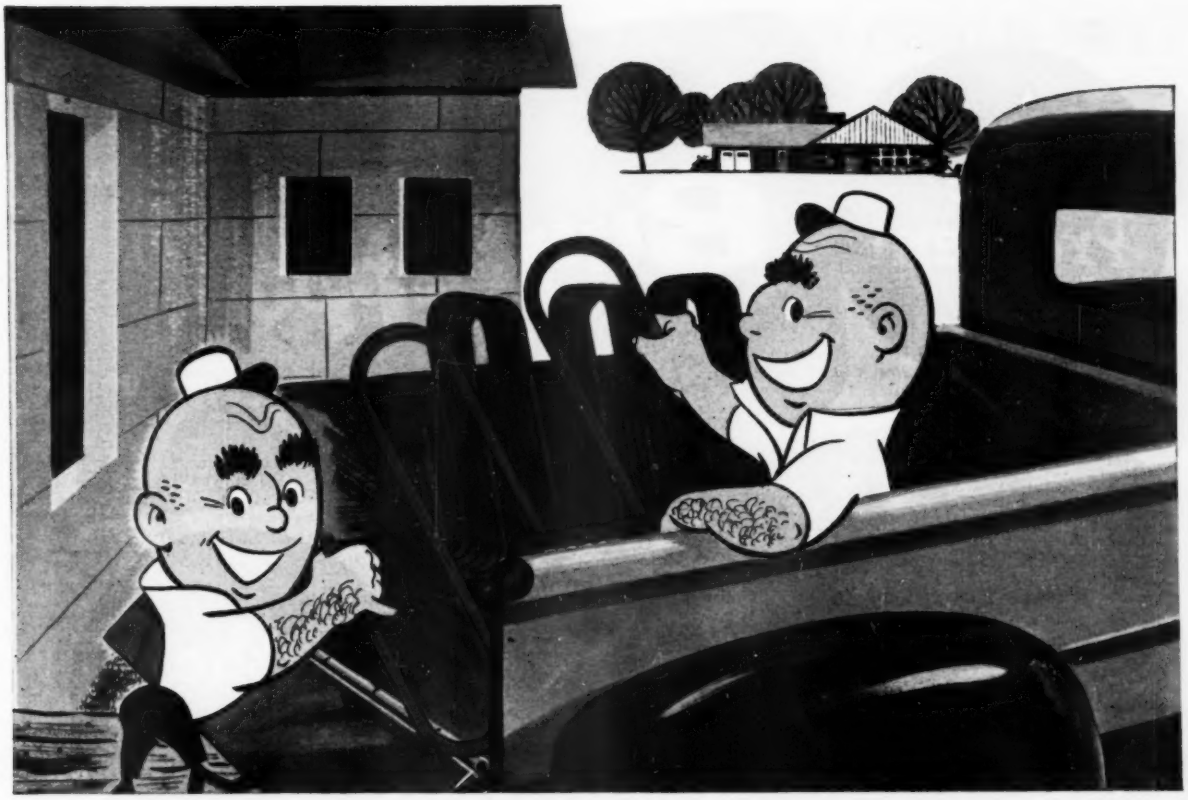


AB14161—SHERMAN—BOOTH NO. 372—INSULATING SIDING—Bird & Son, Inc., Dept. AB, East Walpole, Mass. A new type of insulating siding called Manor-Stone looks like real stone. Manufactured in panels, there are 16 different surface designs, each of which represents one of 16 actual hand-hewn stone designs. Each panel of Manor-Stone offers weather protection, providing insulation for the building. Each panel is also mildew proofed, heat proofed, termite proofed and saturated with asphalt.



AB14131—HILTON—BOOTH NOS. 198-199—RECESS BATHTUB—Alliance Ware, Inc., Dept. AB, Alliance, Ohio. A space saving tub especially for small bathrooms, extra bathrooms, or where the primary use is for a shower receptor. It is small enough and light enough in weight to be handled by one man. This tub is available in white and five colors—blue, pink, green, tan and gray. The bowl of tub differs in design in that both ends are squared off with rounded corners to permit greater usage of the tub area.

◆ ***USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237***



How to offer ceiling radiant heating at lowest possible cost

Long proved in thousands of ceiling radiant heating systems, Bundyweld Tubing gives you not only first-class performance, but brings you savings in material cost and fabrication time, too.

Bundyweld comes in standard 20-foot lengths with one end expanded, when specified, for easier, sounder joining. Though extra-strong, it's ductile and bends easily on a simple fixture in the shop or on the job site.

Bundyweld can be handled pretty roughly without danger of damaging it. It's lightweight enough (100′ of ⅜″ O.D. weighs only 10 lbs.) and rigid enough so that two men can easily position a group of joined coils. Then, the smooth, flat-lying coils can be speedily plastered. No waste motion, no waste material.

Your job is completed economically with low-cost tubing that will function efficiently and faithfully. Note below the reasons Bundyweld is the only tubing that can offer you those advantages. Then write us today for more information.

Radiant Heating Division
Bundy Tubing Company • Detroit 14, Michigan

Bundyweld Tubing®

DOUBLE-WALLED FROM A SINGLE STRIP

WHY BUNDYWELD IS BETTER TUBING

Bundyweld starts as a single strip of steel which is copper-coated. Then, it's . . .

continuously rolled twice around laterally into a tube of uniform thickness, and

passed through a furnace. Bonding metal fuses with basic metal. Result . . .

Bundyweld . . . double-walled and brazed through 360° of wall contact.

NOTE the exclusive Bundy-developed beveled edges, which afford a smoother joint, absence of bead, and less chance for any leakage.

the Problem

Adding EXTRA "Buy Appeal" to your Homes!

CALCINATOR

AUTOMATIC HOME DISPOSAL UNIT for Indoor Disposal of all GARBAGE and TRASH

the Answer

Here's a Low Priced Appliance that adds a BIG PLUS in Convenience and Sanitation to your homes!

You add a strong "SALES CLINCHER" when you install CALCINATOR in your homes—the automatic home disposal unit that consumes *all* GARBAGE and *all* burnable TRASH for only pennies a week operating cost.

CALCINATOR can be installed anywhere a suitable flue is accessible—kitchen, utility room, basement or garage—no sewage or water connections necessary.

THE ONLY FULL LINE — GAS, ELECTRIC AND LP GAS MODELS · UL AND AGA APPROVED · GOOD HOUSEKEEPING SEAL OF APPROVAL · 5 YEAR WARRANTY · APPROVED BY CANADIAN STANDARDS ASSOCIATION

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17 years experience building the world's finest home incinerators

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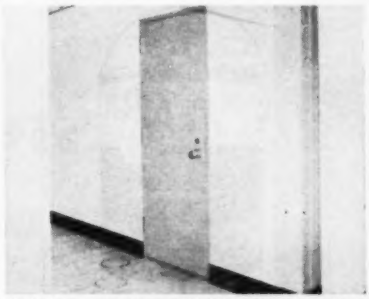
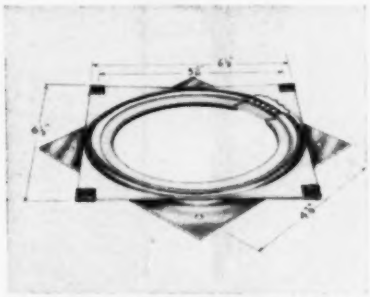
NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE ____ STATE _____

AB14049—GAS HEATER—Temco, Inc., Dept. AB, 4104 Park Ave., Nashville 9, Tenn. Unvented gas room heaters range in sizes from 10,000 to 39,000 Btu's input. They operate on principle of controlled air circulation whereby cold air taken in lower grille is separated into three layers, two of them heated, the third cool, rendering cabinet safe to touch and surroundings. All models in smaller series designed for use with all types of gases. Conversion kit accompanies each heater.



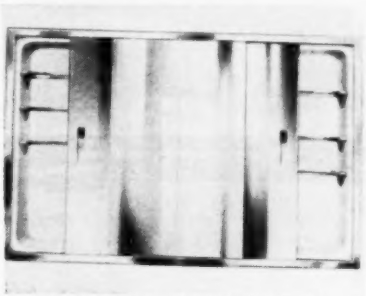
AB14187—HOLLOW METAL DOOR—United Steel Fabricators, Dept. AB, Wooster, Ohio. A line of 1¾-inch, heavy-duty "Commercial" hollow metal doors and frames has been introduced. Produced with a baked enamel or prime coat finish or in stainless steel, these doors are recommended for use in office buildings, hotels, public buildings and wherever heavy-duty service is required. Three styles furnished: full flush, with opening for glass, with stamped louvers or slat-type louvers.



AB14356—MULTI-PURPOSE BEARING—Triangle Manufacturing Co., Dept. AB, Oshkosh, Wis. New 3-inch and 12-inch sizes of "Lazy Susan" bearings are now available for making turntables of all types, corner cupboards with revolving shelves, stool seats, etc. Only 5/16-inch thick, these bearings are made of steel or brass with stamped and interlocked sections to keep ball bearings locked in matched races to provide instant, effortless turning. Bearings have wide usage by builders and home craftsmen.

AB14387—GLASS JALOUSIES—Albritton Engineering Corp., Dept. AB, 2501 Wroxton Road, Houston 5, Texas. The Alenco jalousie has an extruded aluminum frame with a friction-free lifetime operating mechanism. Weather proofing at vane ends is achieved by a baffle system. The jalousie is available in assembled or knocked down units in 36 stock sizes. Dealer can convert stock size units into "specials" simply by use of a hack saw. Picture window-frames are available for use with jalousies, using a simple mulling system.

AB14319 — FOLDING STAIR — Foldaway Stairway Co., Inc., Dept. AB, 813 Seaboard St., Portsmouth, Va. The ceiling panel of this disappearing attic stair is 2'0"x5'0" making possible an installation in a restricted area. The stair hinges at about the center and rotates upwardly on a shaft fixed into the well. This method is said to eliminate friction requiring a minimum effort to operate. The stairway is locked in the down position with an automatic locking device. It disappears completely into the attic leaving a finished panel on face of ceiling.



AB14397—BATHROOM CABINET—The F. H. Lawson Co., Dept. AB, Cincinnati 4, Ohio. The 2-in-1 slide door cabinet is equipped with six adjustable, bulb-edge glass shelves, resting on stainless steel adjustable shelf supports. Shelves can be arranged three on each side, two on one side and four on the other, or in other combinations; more than eight lineal feet of shelf space. Cabinets have one-piece seamless steel bodies, bonderized after forming, framed in polished stainless steel and two 15¾x19 inch mirrors.

AB14394—WINDOW WALL FRAMES—Fabrow Manufacturing, Inc., Dept. AB, 7208 Douglas Road, Toledo 13, Ohio. These frames, combining Roto-ventilated sash, completely weatherstripped and screened in one unit, are made in nine different sizes. They can be shipped knocked down for assembly on the job site. Frames are designed to accommodate 45½x25½-inch double-panel insulating glass, either Thermopane or Twindow, forming a window wall effective as corner windows, ribbon or picture windows.

AB14226—BLANKET INSULATION—Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio. Fiberglas Roll Blanket insulation is enclosed in an envelope of vapor-barrier kraft paper on one side and perforated paper on the other, with flanges provided along the edges for nailing or stapling. Widths are 15, 19 and 23 inches; thicknesses of 1½, 2 and 3 inches. Lengths are 30 to 80 feet. The material will not support combustion nor absorb moisture. Company also makes Fiberglas batts, pouring wool, perimeter insulation.

AB14317—SIMULATED BRICK—American Cement Products, Dept. AB, 15496 Livernois Ave., Detroit 38, Mich. The new Roman brick, like the standard size Quikbrik, are not individual bricks laid up one by one, but a new process of "spreading" brick over the wall. The brick is first crushed to a powder, mixed with improvers and a bonding agent and literally spread on the wall in a single unbroken sheet. Mortar lines are then cut into the surface in a continuation of the patented process and in a manner that looks exactly like ordinary brick.

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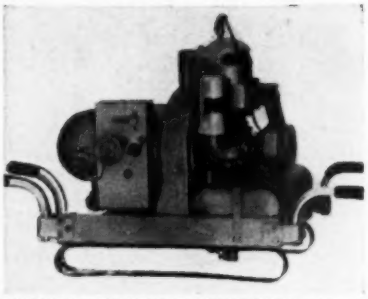
AB14415—FRAMED DOOR—One-Der Frame Corp., Dept. AB, P.O. Box 3068, Birmingham, Ala. The "AllSet" door unit features easy installation. The frame, trim, wood door and hardware are all ready to nail into place quickly. The entire unit is supplied as one convenient package. For time-saving on-the-job assembly, the installer simply stands the partition in place, levels it and nails through stud clips. The frame is rigid and accurate, assuring smooth, trouble-free operation. Will not sag or bind.

AB14031—WOOD FINISH—Protection Products Mfg. Co., Dept. AB, 2305 Superior St., Kalamazoo 99, Mich. This compound, called P.A.R., is a water-repellent finish for redwood, red cedar, Philippine mahogany and other woods of similar color characteristics. It is stated to protect wood against discoloration, weathering, grain raising, swelling, shrinking, checking and warping. The finish is said to renew and protect the appearance of redwood, giving it a non-glossy finish.

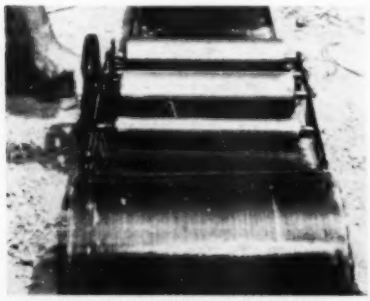


AB14309—PORTABLE GENERATOR—Homelite Corp., Dept. AB, Port Chester, N. Y. Five kilowatt carryable generator will maintain a continuous load of 5,000 watts, single phase, 60 cycle alternating current at either 115 or 230 volts. Unit has power enough to start and operate such electric tools and equipment as electric saws, grinders, drills, or tampers in the construction and transportation fields, and for emergency lighting or standby power in municipalities. Has 115-volt a.c. convenience outlet.

AB14304—ASBESTOS CUTTER—O. Pearson Manufacturing Co., Dept. AB, P.O. Box 255, Lake Villa, Ill. Used for cutting 1/4"x4'x8' cement asbestos sheets; also convenient for use on asbestos roof and siding shingles. It is sturdily built; the cutting blade and wearing parts are of tempered steel. Simple to operate. Makes a clean and fast cut. Comes equipped with punch for shingles. Cutting can be done either horizontally or vertically by standing the panels on edge along a wall or flat on floor. Shingles may be marked by each edge.

AB14083—METAL TRIM—Hope's Windows, Inc., Dept. AB, Jamestown, N. Y. A combination inside-outside metal trim for Hope's steel casements in wood frame, brick veneer, masonry block or solid masonry types of construction. Advantages: it simplifies preparation of rough opening, is easy and fast to install, provides template for builder, is firesafe and verminproof, easy to maintain, shipped for assembly at site. Head and jamb members are 18-gauge steel, sill is 16-gauge. Members are formed in one piece.

AB14308 — SLIDING WINDOW — Peterson Window Corp., Dept. AB, 1377 E. 8-Mile Road, Ferndale 20, Mich. Horizontal sliding aluminum windows are engineered for deluxe installations in residences and commercial structures. Constructed of sturdy extrusions, the window rolls horizontally on two stainless steel rollers and locks in one, two and three inch positions. Storm sash panels have aluminum frame designed for rubber glazing with double strength glass. Screens are rewirable aluminum frame and screen cloth.



AB14109—PAN-FORMING MACHINE—Follansbee Steel Corp., Dept. AB, 140 Stanwix St., Pittsburgh 22, Pa. This machine has been designed to be used with the company's seamless roll terne roofing. The portable, hand operated machine will turn up the edges of a 50-foot roll of terne in one minute. Estimated time for the same operation by conventional methods is thirty minutes. The company states the machine also takes the "back-break" out of one of the roofer's most tedious chores. Unit is planned to be sold to roofers on a non-profit basis.

AB14095—ROOF TILE—Zonolite Co., Dept. AB, 135 S. La Salle St., Chicago 3, Ill. Zonatile, a precast short span concrete roof tile, is a new lightweight roof slab developed for installation over bar joists and bulb tees. It combines roof decking and insulation in one material. Reinforced with galvanized welded wire mesh, the tile comes in sections 18 inches wide by 36 inches long by 3 inches thick. It can support a total design load of 45 pounds per square foot with a safety factor of four. It won't rot, burn or decompose.

AB14316—GARAGE DOOR—Detroit Steel Products Co., Strand Garage Door Division, Dept. AB, 3101 Griffin St., Detroit 11, Mich. This double garage door can be quickly installed in a 16-foot wide opening without a center post. It is easily operated, receding completely into the garage with a twist of the handle. Made of galvannealed all-steel that provides a good base for paint, the door also features a rugged X-type bracing and dependable hardware. Lights shown are optional. Strand also makes an 8 and 9 foot door for single garage openings.

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In building or remodeling architects know the easiest way to increase the charm and value of any home is "window-styling" with Bee Gee Windows. Proportioned to fit with modern architectural trends, famous Bee Gee Windows provide an authentic styling touch for any type of construction...any kind of interior. 179 styles and sizes of all-wood casement, picture and corner picture windows, skillfully styled, crafted and detailed to bring new grace and glamor to every room in your home. And you can *"Clean the Outside from the Inside"*.

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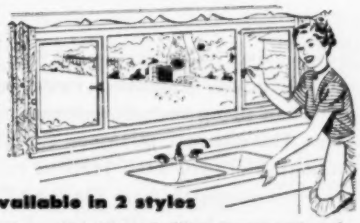

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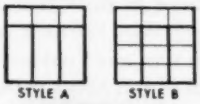

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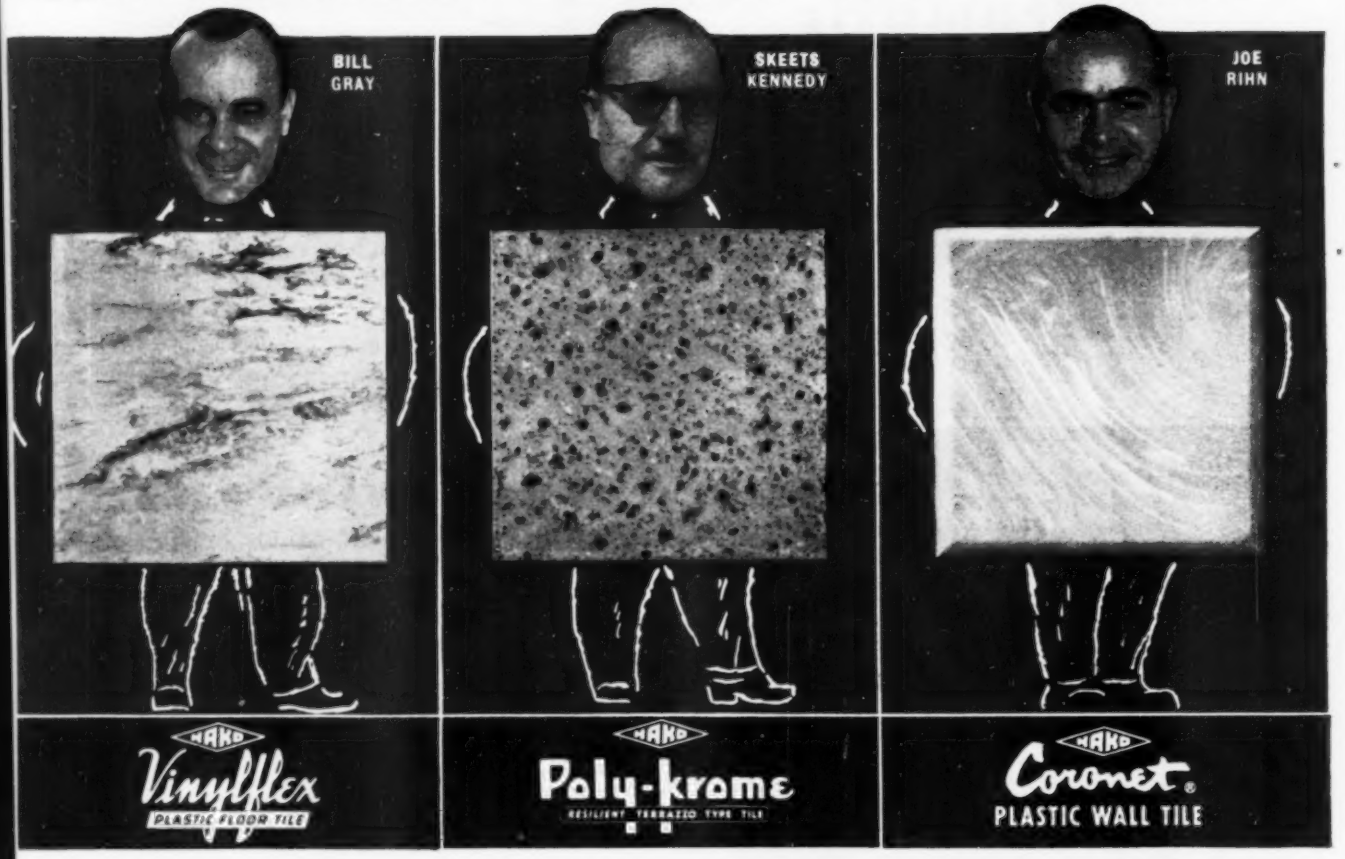

Continuous demonstrations featuring the correct methods of installing . . .

Inexpensive and durable HAKO wall and floor tiles with easy, low installation cost has helped many builders when rising costs threatened their construction budgets. The annual "Designed for Living House" by the magazine LIVING FOR YOUNG HOMEMAKERS again specifies products from the HAKO BIG SIX LINE for its 1954 home which will be introduced in their January issue. At the N.A.H.B. Show Youngstown Kitchens will build and show the kitchen of this home, and Koehler Co. will build and show the bathroom of this home in their display. The designers of this modern home selected HAKO floors not only for their durable wearing quality but also for the wide range of enhancing colors that enables the housewife to plan any decor she desires. The winner of PARENTS MAGAZINE regional builders contest used HAKO Floor Tile in six rooms of this home. The economy of installation, warm and gay color range and the desirable properties of HAKO Tile to withstand the punishment of a growing family convinced the designers that HAKO Tile would give the family, living in this home, floors that would be effortless to maintain with many years of joyful living.

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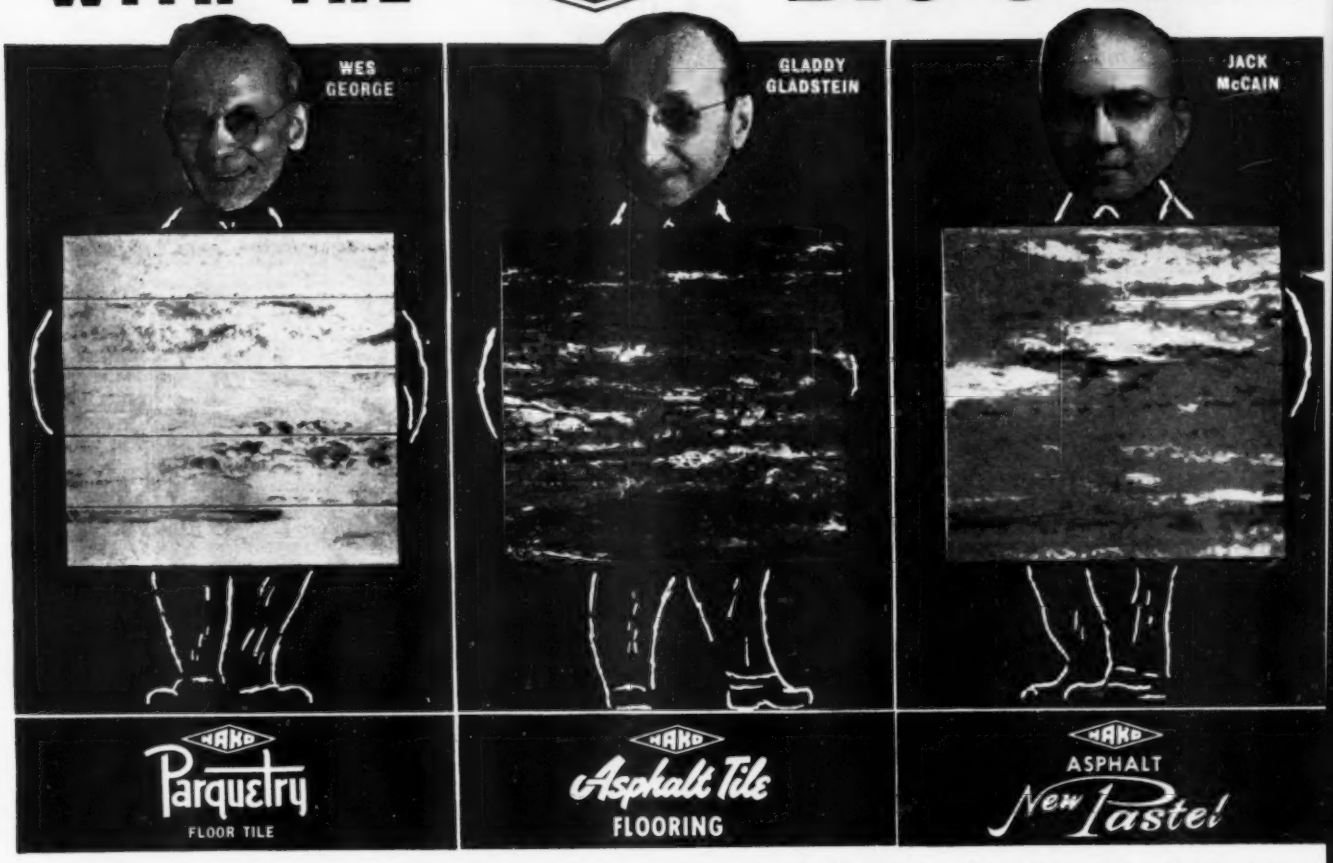
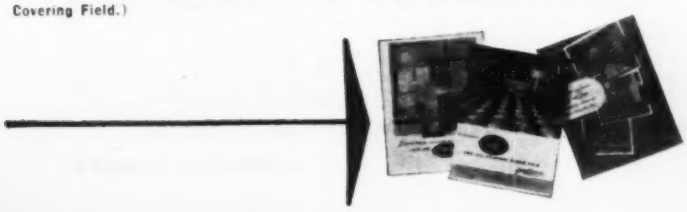


and the advantages of using HAKO FLOOR and WALL TILES.

Joe Rihn will conduct demonstrations to show the ease of installing and the advantages of CORONET and THRIFT LINE Plastic Wall Tiles. (The Brightest Stars in the Wall Covering Field.)

HAKO CORONET PLASTIC WALL TILE and THRIFT LINE TILE will be shown to Builders by a continuous installation demonstration. The water seal advantage of CORONET and THRIFT LINE TILE enable you to install it direct to any wall base material, thus effecting construction material savings for the builder in the bathroom and kitchen. HAKO CORONET and THRIFT LINE Plastic Wall Tiles are safe to use in shower stalls and tub enclosures. Absolute color match is guaranteed from shipment to shipment.



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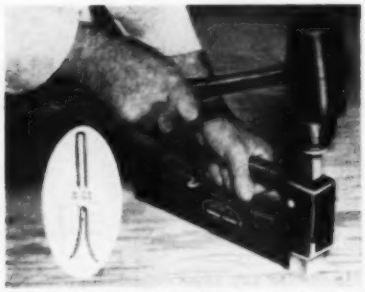
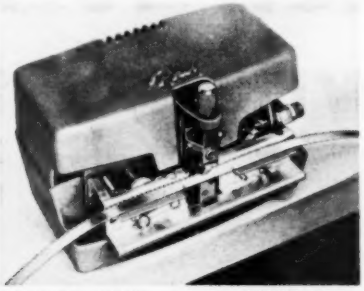
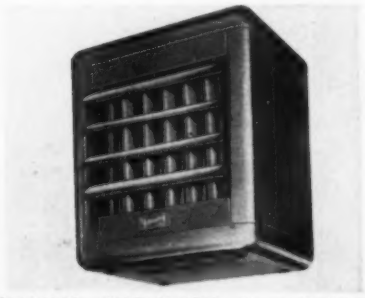


AB14357—STAPLE NAILER—Spotnails, Inc., Dept. AB, Evanston, Ill. A single blow of a rubber mallet drives and countersinks a small-headed 1 3/16-inch staple into hard or soft woods. The staple points diverge into the wood for greater holding power. Time is much reduced in applying sub-flooring, roofing, sheathing, quarter round and numerous other fastening jobs. Rugged, light weight machine holds 200 staples in its magazine per single loading. Device has wide application in building.

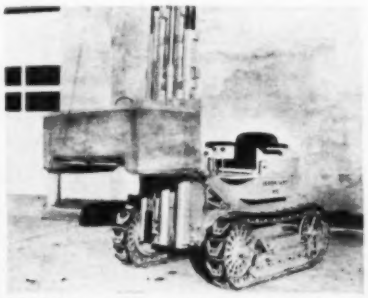
AB14192—TILE ADHESIVE—Miracle Adhesives Corp., Dept. AB, 214 E. 53rd St., New York 22, N. Y. With a liquid synthetic rubber binder and an aggregate of mineral fillers and setting agents, the new Miracle Plastic Underlayment provides unusually strong bond applied to both vertical and horizontal surfaces. It is unaffected by alkalines present in concrete and is water- and flame-resistant. On floors, no asphalt felt is required over it. It is recommended for use on all surfaces.



AB14046—BAND SAW SETTER—Foley Manufacturing Co., Dept. AB, 3300 Fifth St. N.E., Minneapolis 18, Minn. Automatic power setter features twin-hammer action that will set both rows of teeth (both sides of saw) in one operation. Setting speed ranges from 6½ to 15 seconds per foot for saws with four to eight points per inch up to 1½ inches wide. Machine also sets hand saws from four to 16 points per inch. Uniformity of set for all teeth avoids tooth breakage, produces fast, true-cutting saws.

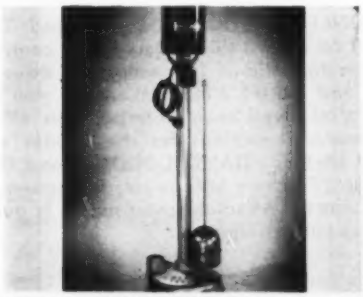


AB14103—UNIT HEATER—Young Radiator Co., Dept. AB, Racine, Wis. The "G-50" gas fired unit heater is compact and has a heating input of 50,000 Btu's per hour. The unit is 23 inches high and is designed for low ceiling and small space installations. It is direct-fired into a heat exchanger of welded, aluminized steel, 16 gauge tubes. Features: die formed, baked enamel housing, draft diverter with built-in side relief openings, cast burner with precision ports for manufactured, mixed, natural, L.P. or L.P. air gases.



AB14030—FORK LIFT—American Tractor Corp., Dept. AB, Churubusco, Ind. This unit, the Terraload'r, is used for digging and backfill operations as well as loading. It is said to be capable also in carrying a grade or land leveling. A compact unit, it requires a minimum of counter balance. Five different models of the unit can be equipped with various accessories. Rear-engine design of M-3 unit is a 3,000-pound capacity crawler fork lift. Dumping bucket, angling blade, concrete block forks, pallet forks available.

AB14359—SCREEN-STORM DOOR—Winter Seal Corp., Dept. AB, 14575 Meyers Road, Detroit 27, Mich. This extruded aluminum combination unit has a push button latch, a patented height adjuster to assure a permanent snug fit and a plastic jamb cushion which provides lifetime quiet operation. Door is hung on piano-type hinges. Each unit is provided with personalized initial etched on the glass panel. Door is stated to have several design innovations and construction features not found on most combination doors.



AB14315—SUMP PUMP—Sin-Jin Products Co., Dept. AB, 5236 Fairlawn Ave., Baltimore 15, Md. Pump is internal suction submerged type equipped with extra large strainer area. It is equipped with a 1/3 h.p. 1,725 r.p.m., G-E motor and is treated to resist moisture and corrosion. A thermal protector is built into the motor to protect it from improper voltages, overload or other troubles. An automatic switch is controlled by copper float action sliding on rod. Adjustable water level points for automatic start and stop action. All materials are aluminum.

AB14322—DOOR CANOPY—The Troy Sunshade Co., Awning Division, Dept. AB, Troy, Ohio. These canopies are made to look like an integral part of the house. Made of Armco zinc coated steel and primed and finished they are claimed to be entirely rustproofed. Made in 48", 60" and 72" widths, they can be installed in one hour. Canopies come in standard colors —white, green and terra cotta. They are packed in individual cartons ready for hanging. Flanges at end of side members permit canopy to be securely fastened to wall of house.

AB14180—PLASTIC TILE—Amerco Plastics Co., Dept. AB, 177 Broadway, New York 7, N. Y. A quality wall and ceiling tile gracefully contoured to exact proportions. Back cavity of the tile is corrugated to prevent slippage and automatically increases the holding power of any mastic. Butt-sidewalls speed installation and leave clean joint lines. The tile comes in a line of 17 colors and marbleized designs. Surface has a super-gloss finish. Amerco Contour Tile has many non-residential uses, in factories, bakeries, trailers, etc.

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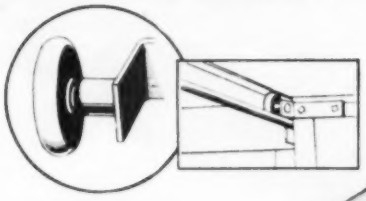
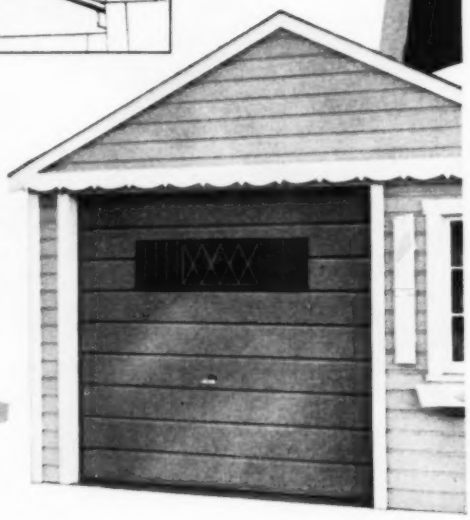
ON ALL **Taylor Made**

STEEL GARAGE DOORS



Nylon rollers—developed exclusively by TAYLOR MADE Garage Doors—give that smooth, quiet operation . . . just one of the many features which builders like.



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Big, sturdy bearing opens and closes the door in a straight, true line. Eliminates ugly scuffs on door jambs. Giant Circle hardware is mechanically simple, ruggedly built. It's the hardware designed to give continued customer satisfaction.

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AB14383—WALL HEATER—ThermoRay Corp., Dept. AB, 141 E. 44th St., New York 17, N.Y. This permanent unit attaches to or recesses into the wall and may be installed in new or old buildings. Heat panel is constructed of special asbestos composition, so there is nothing to break or shatter. Heating element is buried inside panel. Heat panel is safe to transient contact but a louver keeps hands at a distance. Heaters have many applications including ovens, food warmers, motor armature drying and other purposes.

AB14122—CEILING PROP—Gypsum Ceiling Jack Co., Dept. AB, 112 22nd St., N.E., Cedar Rapids, Iowa. Useful in speeding drywall installations, the "Gyp C Prop" is a sturdy, light weight, self-adjusting and self-locking telescopic steel unit with a spring-steel tension top and a combination foot-plate and non-skid base. It holds large or small ceiling panels securely after they have been lifted into place. Prop is useful for supporting panels in awkward or hard-to-reach places like closets or over stairs.

AB14176 — BONDING PLASTER — NuWall Mfg. Co., Dept. AB, 923 N. 19th St., Milwaukee 3, Wis. Without costly preparation, NuWall bonding plaster adheres to cracked, chipped, or painted walls and ceilings, Spanish plaster, glazed tile, smoothest concrete, brick, fiber board, wallboard, insulation board, all types of cement blocks, cinder blocks. It is recommended for giving drywall materials a plaster finish. Sold through building materials dealers or from factory in 25-pound bag, enough for 20-40 square yards.

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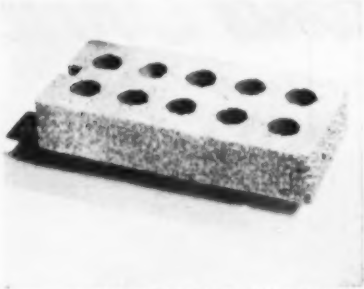

AB14114—"SCR" BRICK—Structural Clay Products Insiitute, Dept. AB, 1520 18th St., N.W., Washington, D. C. The "SCR brick" is a 6-inch through-the-wall unit that has been accepted by all national building codes and FHA for one-story construction. The brick has reduced the cost of masonry construction as it eliminates the need for back-up material, thereby saving construction time. One of its big features is the ¾-inch jamb slot at one end which accommodates the installation of windows and door frames. It is now manufactured by more than 60 companies.

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the New Idea in Kitchens!

PRESTELINE Built-In Electric Range

INDIVIDUALIZED COOKING TOPS
As many burners as you want, arranged any way you want them.

Exclusive Presteline stainless steel counter tops complete with burners.

BUILT-IN EYE-LEVEL OVEN
No stooping! No bending! Enjoy carefree cooking in a full size, fully automatic oven installed at exactly the right height.

GLEAMING COPPER OR SATIN SILVER
Non-tarnish metal finishes brighten your kitchen . . . wipe spotlessly clean with a damp cloth.

GLOWING DECORATOR COLORS
Five lovely pastel shades in both ovens and range tops make complete color planning possible!

POPULAR PRICES—Presteline units cost no more than an ordinary range!

FITS STANDARD KITCHEN CABINETS—Exclusive with Presteline! No costly special cabinet or counter work is necessary for installation.

UL

AT THE SHOW—SEE . . .
Presteline

George T. Stevens & Associates
612 N. Michigan Avenue, Chicago 11, Illinois
Please send me complete information including sizes and prices for Presteline built-in ovens and range tops.

NAME_____
ADDRESS_____
CITY_____ STATE_____

AB-1

AB14243—SHOWER ENCLOSURE — Beco Corporation, Dept. AB, 3035 Canton St., Dallas, Texas. This Spun-Lite fiberglass panel tub enclosure and shower door is available in a choice of five colors; panels are enclosed in polished aluminum frames. The enclosures and doors eliminate dangers of wet, slippery floors and accidents resulting from broken panels. Fiberglass panels will not scratch, break or fade, and are impervious to extremes in temperatures. Individually packaged for easy installation.

AB14182—CEDAR PANELS—Geo. C. Brown & Co., Dept. AB, Greensboro, N. C. The 11-inch panels are factory seal-packaged in eight foot bundles, and contain 63 feet of closet lining or enough to cover about 50 square feet. All panels and strips are ⅜-inch thick, tongue-and-grooved and end matched. This new paneling is marketed in addition to the manufacturer's regular single-strip 4x8-foot bundles of "Supercedar" closet lining. The new dimension is offered as a feature that will save on installation time and cost.

AB14183—CYLINDRICAL LOCKSET—Sargent & Co., Dept. AB, New Haven 9, Conn. The new 4500 Ashcraft design of locksets is offered in addition to the 4500 line which includes Allerton, Adams and Madison designs. The new item features a round forged knob and its functions include key-in-knob cylinder sets for entrance doors and closets; auto-release locksets for bathrooms and bedrooms; locksets for communication doors and porch doors; latches for passage and closet doors; and dummy trim or knob pulls.

THE DAILY INSTALLATION: 40 to 50 doors per man

A four-man crew, installing some 45,000 doors and room dividers in 6,000 homes in housing developments, was able to complete installations on 25 homes per day—each requiring 7 or 8 units. This means that each man installed between 40 and 50 units per day!

Using *Bamboofold* Doors and Room Dividers, the above record is not at all unusual. This is true because Bamboofold units come complete—"tailored" to the opening and ready to hang. The enameled steel track—screwed to the top of the opening—completes the installation; there are no floor guides. In new construction, no furring, trim, roughing or extra hardware are needed. And once complete, Bamboofold installations are good for many years of trouble-free service (as attested by *independent* laboratory tests).

Bamboofold is made of the finest imported, mildew and warp-proof inner core bamboo; assembled by American methods with specially designed American hardware. Available in Natural or 21 colors; in sizes up to 16' wide and 12' high. Bamboofold is far less expensive than the materials usually used for Doors, Room Dividers and Walk-in Closets.

Bamboofold Closet Door

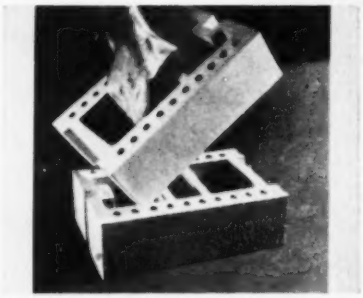
You are invited to write for our illustrated brochure, specifications and a list of distinguished satisfied users. Kindly address your inquiry to Department 20.

AMERICAN BAMBOO CORPORATION

171-06 Jamaica Avenue • Jamaica 32, N.Y.

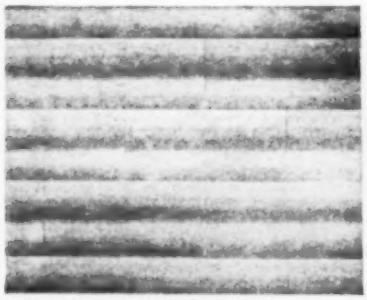
Desirable territories available to franchised distributors and dealers

AB14035—FLOOR EDGER—American Floor Surfacing Machine Co., Dept. AB, 518 S. St. Clair St., Toledo 3, Ohio. This machine is designed for sanding floor edges, stairs, landings, closets, small halls and similar jobs. It stresses high production, ease of operation, smoother work and less dust; benefits achieved through a new motor developing up to two h.p., reduced over-all weight, improved handle grip and lower center of gravity. Stronger disc shaft, larger gears and heavier ball bearings included.

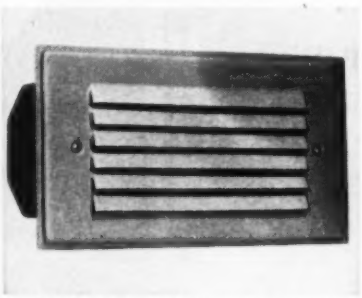


AB14404—FACING TILE—Natco Corp., Dept. AB, 327 Fifth Ave., Pittsburgh 22, Pa. New line of load-bearing facing tile is called "Uniwall." Tile is of vertical cell construction and is made of hard burned fire clay. It makes possible single-unit wall construction with finished facing, inside and out. Interior surface is ceramic glazed. The units are made with a jamb slot to receive the fin of a metal window or the blind stop extension of a wood window. Modular dimensions apply to all sizes.

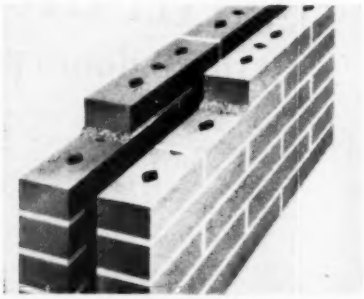
AB14047—RECESSED LIGHT—The Kirlin Co., Dept. AB, 3435 E. Jefferson Ave., Detroit 7, Mich. Fixtures are made in six square, three rectangular sizes, for fluorescent or standard lamps. Models are for wide distribution of light or for concentrating beam of light. All units can be supplied with shock resistant glass or with top of box removable for relamping from above ceiling. Angular or egg-crate glass is available. All units have Underwriters Laboratory labels; no asbestos wire leads required.



AB14311 — SIDING SHINGLES — Suprador Corp. of New York, Dept. AB, 122 E. 42nd St., New York 17, N.Y. Preshrunk asbestos-cement siding shingles have a horizontal pattern of color which creates an illusion of extra size. Because of their pre-shading these shingles require no underscoring for shadow-line effect. They are non-grained, uniformly thick, easy to cut and non-warping. These shingles are available in three pastel shades. Company's complete line includes a wide range of color and in addition offers asbestos-cement shingles in pure white.

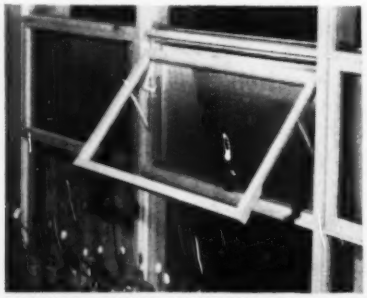


AB14246—DOOR CHIME—The Rittenhouse Co., Inc., Dept. AB, Honeoye Falls, N. Y. New line consists of unobstrusive, flush-in-wall chime units located at key locations in the home, with a single master controller and transformer in the basement. From two to five chimes, according to size of the home, are operated from one master controller. Different signals are provided for as many as three entrances. Controller automatically selects correct signal and synchronizes sounding of all chimes. Uses single wire circuit.



AB14392—MASONRY WALL UNIT—W. E. Dunn Mfg. Co., Dept. AB, 418 W. 24th St., Holland, Mich. Cavitex is a modern aggregate and cement building material which provides a masonry wall unit of cavity-wall construction. Parallel withes, reinforced at equidistant points with metal ties, are spaced apart to enclose a blanket of air. A Cavitex wall provides further air insulation by self-containing a series of air columns the full wall height; wall requires no furring or lathing, but may be plastered direct.

AB14118—HORIZONTAL HEATER—Fedders-Quigan Corp., Heating Division, Dept. AB, Trenton 7, N. J. Sixteen models of unit heaters are manufactured ranging in capacity from 26,400 to 294,000 Btu's per hour. The heating element is made of copper tubing expanded into die-formed aluminum fins. Flanged holes in fins provide substantial metal-to-metal contact with tubing for maximum heat transfer. Louvers on the heater are adjustable to provide directional control of the heat vertically. Directional flow louvers are available for lateral control.



AB14125—PANEL WINDOW—Ohio Plate Glass Co., Dept. AB, 305 Morris St., Toledo 4, Ohio. Three basic units of these "Therm-o-panel" windows are said to provide unlimited variety in window arrangement. These range from horizontal strip types to the "walls of glass" which are becoming a feature in some new homes. Standard size Thermopane insulating glass is used. Outswinging vents may be placed where home owner chooses. Windows are made from kiln-dried Ponderosa pine; awning ventilators have aluminum weatherstripping.

AB14371—CONCRETE FORM COATING—Maxwell & Hitchcock Co., Dept. AB, 191 Simpson St., N.W., Atlanta, Ga. Tests have shown that concrete forms treated with "Form-Lac" last from 70 to 80 per cent longer than untreated forms. The coating costs amount to approximately one cent per square foot. Forms treated with this improved compound strip away from the concrete quickly and easily, leaving concrete so smooth that little rubbing is required. Form-Lac almost eliminates tendency of concrete sticking to forms.

◆ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

New...

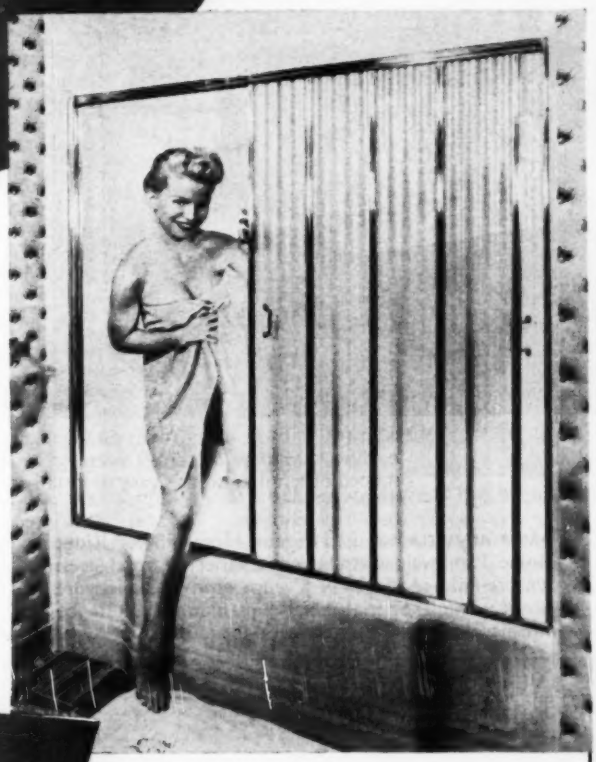
COLORFUL, SHATTERPROOF PLASTIC TUB ENCLOSURE GIVES ANY HOME MORE SALES APPEAL

Bonnie-Maid

TUB ENCLOSURE

Heavily advertised to consumers...plus full discounts for you! Write for details!

RETAILS AT $54.95 it's by far the LOWEST PRICED ENCLOSURE EVER OFFERED ...helps sell every home it's in!



BONNIE MAID is an ideal "plus feature" to make homes much more appealing to prospective buyers — and at slight cost! Yet it contains more aluminum than custom enclosures! High Gloss, Hand Polished, Non Corrosive and Chrome Hardware. Fits any recessed tub; can be installed in half an hour! No special tools needed. Everything is complete in one carton that's easy to store and handle.

• Priced FAR BELOW other enclosures • Choice of 4 decorator colors • Panels are shatterproof Dow Styron • Both doors slide open for easy access • Fits any recessed tub • Install it in half an hour • No special tools needed • No extra parts to stock.

American

SHOWER DOOR CO., INC.

936 N. Cahuenga Blvd., Hollywood 38, Calif.

World's Largest Manufacturer of Shatterproof Tub Enclosures

Mail Coupon TODAY for Full Details!

AMERICAN SHOWER DOOR CO., INC.
936 N. Cahuenga Blvd., Hollywood 38, Calif.

Please send full details on Bonnie Maid

I am a ☐ Dealer ☐ Builder ☐ Distributor

Name.....

Firm.....

Address.....

Big LIFE promotion

WELDTEX walls in living room of Salem Ridge Homes, Huntington, L. I. Built by Boris Gertzen Associates, Architect: Mattern & York; Decorated by: Hazel Hancock. Weldtex has a rich striated effect. It can be painted, stained or left natural. It's easy to install and will not check. Weldtex is also available in exterior grade.

OAK PLANKWELD was used in game room of Salem Ridge Home. Plankweld is available in a variety of wood faces. It's pre-finished. 16¼″ x 8′ edge grooved panels are easy to install. Special metal clips hide nails. Can be attached directly to studs. Saves on-the-job finishing costs.

SURFWOOD walled playroom in Salem Ridge Home. This rustic type paneling has an interesting wind-blown effect. It can be painted, stained or left natural. *Novoply* is another type of paneling which is being widely used to finish off cellars and attics. Novoply is available in pine or California redwood.

to spur sale of homes using Weldwood paneling

26 million readers to see beautiful Weldwood interiors in March 1st issue of Life Magazine. It's your opportunity of a lifetime to tie in with one of the hardest hitting merchandising programs in home selling history!

We're going all out to help your homes sell themselves, that is if they include beautiful Weldwood paneled interiors! Whether you panel a single wall or do entire rooms, you're off to a flying start toward "*sold*" if you tie in with Weldwood's double-page Life promotion now!

For as little as $29 to $69, for materials for wall area 8′ x 12′, you can install the same beautiful Weldwood interiors that will be seen and admired by more than 26 million Life readers—*many of them red-hot home buying prospects!*

The big two-page spread, in full color, will show a living room in rich mahogany Plankweld®, a dining room in sliced walnut, a children's room in rustic Surfwood®, a cellar playroom in dramatic Novoply®, a corner nook in striated Weldtex®, a combination room in birch, and a smartly modern room in blond Korina®.

Many builders (including BORIS GERTZEN ASSOCIATES, Huntington, L. I., GRAEME STEWART, Wheaton, Ill., EICHLER HOMES, Palo Alto, Calif., JOSEPH P. CARP, Chicago, Ill., HARRIS HOMES INC., Morton Grove, Ill., C. A. HEMPHILL & ASSOCIATES, Evanston, Ill., TRUDE LAND DEVELOPMENT, INC., Arlington Heights, Ill.) tell us how important it is from a sales standpoint to tie in with Weldwood's powerful national advertising program. The rich beauty of real wood paneling has tremendous *sales appeal! It helps a house sell itself!*

Weldwood hardwood paneling is *guaranteed for the life of the home.* The guarantee *helps speed sales!*

For further information see your local lumber dealer now or write to any of the 60 United States Plywood or U.S.-Mengel distributing units in principal cities, or mail coupon.

FOLLOW THESE SUGGESTIONS—THEY'LL HELP YOU CLOSE SALES!

IN YOUR HOMES—Check your blueprints and see where in the home Weldwood paneling can most effectively be used. (For homes already under construction Weldwood paneling can be included for less than you think.) Visit your local lumber dealer and see the actual paneling.

IN YOUR PROMOTION—Weldwood products are constantly being advertised in other leading national magazines. Your building site display boards and promotional literature should place strong emphasis on the fact that your homes feature beautiful Weldwood paneling.

IN YOUR ADVERTISING—The Weldwood *guarantee* has tremendous sales appeal! Use it in your newspaper advertising and promotional literature. You can even include it in your sales contract because the guarantee is backed by the largest plywood organization in the world.

Weldwood®

Weldwood®

United States Plywood Corporation
World's Largest Plywood Organization
55 West 44th Street, New York 36, N. Y.
U.S.-Mengel Plywoods, Inc., Louisville, Ky.
Distributing Units in 60 Principal Cities

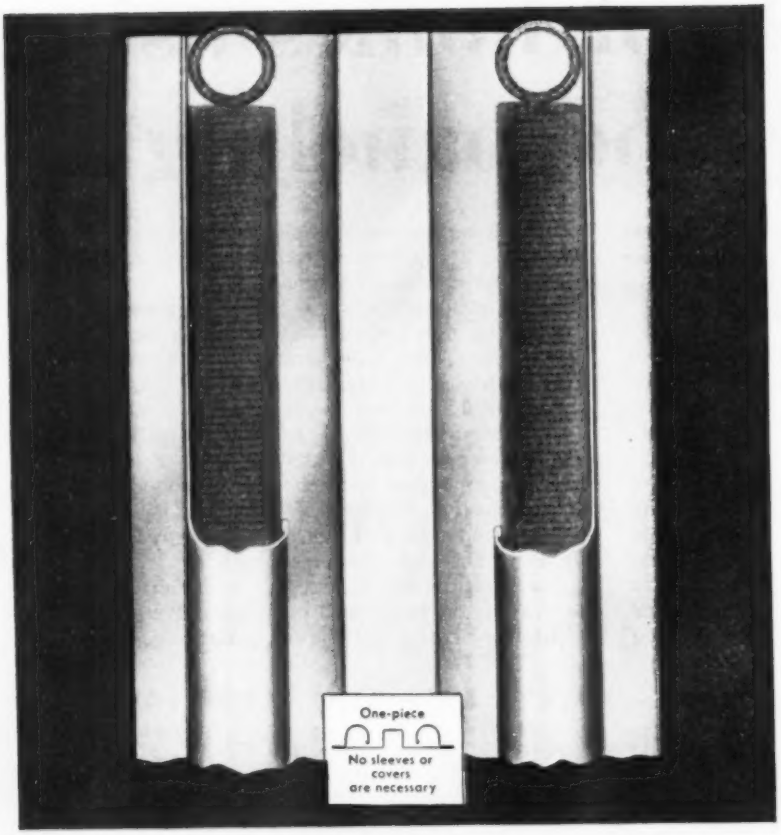
United States Plywood Corporation AB-1-54
55 West 44th Street, New York 36, N. Y.

FREE: Please send me 24-page Contractors and Builders Book packed full of Weldwood data and specifications. ( )

NAME.....

ADDRESS.....

CITY.....STATE.....



ALLWEATHER BALANCE STRIP WITH SILENT COIL SPRINGS

FLOCK . . . an old process, now as a result of research and development can be economically applied to the surface of sash balance coil springs. The basic purpose of applying flock on balance springs is the same as that for automobile seats and bed springs . . . to eliminate noise. It makes possible *silent* opening and closing of windows equipped with Allweather Full Jamb Balance Strip (weatherstrip and sash balance combination).

We invite your inspection of our plant where you will see the only process by which flock can be applied to sash balance springs. You'll get the complete story on the new use of an OLD PROCESS.

CALL SPaulding 2-1340 TO ARRANGE FOR TRANSPORTATION

MEMBER WEATHERSTRIP Research INSTITUTE

ALLMETAL Weatherstrip Company

NAME "ALLMETAL" REGISTERED U. S. PATENT OFFICE

2243 W. Knox Avenue
Chicago 39, Illinois

I plan to visit your plant during the N.A.H.B. Convention.

Name_____

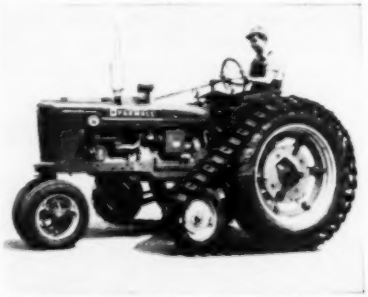
Firm Name_____

Address_____

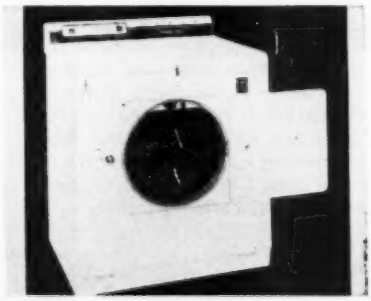
City_____ Zone____ State_____

....PRODUCTS EXHIBIT

AB14028—PLASTIC LAMINATE—Panelyte Division, St. Regis Paper Co., Dept. AB, 230 Park Ave., New York 17, N. Y. This 1/10-inch Panelyte is easy to apply using simple tools. Designed for the "do-it-yourself" market, it also gives builders a simple, permanent method of installing both vertical and horizontal laminated plastic surfaces. Panels can be installed over old surfaces. Moldings overlap edges of material, anchoring it in place. Molding is nailed to studding or to back-up material.



AB14036—TRACTOR HALF-TRACK—Arps Corporation, Dept. AB, New Holstein, Wis. Half-tracks for such tractor manufacturers as International Harvester, Allis-Chalmers, John Deere and Oliver are furnished in both all-steel and rubber belted construction. The all-steel type is designed for use in normal soils; the rubber-belted is preferable in sandy, abrasive soils. These units are stated to provide good traction, greater flotation and more stability during building operations. Use all available tractor power.



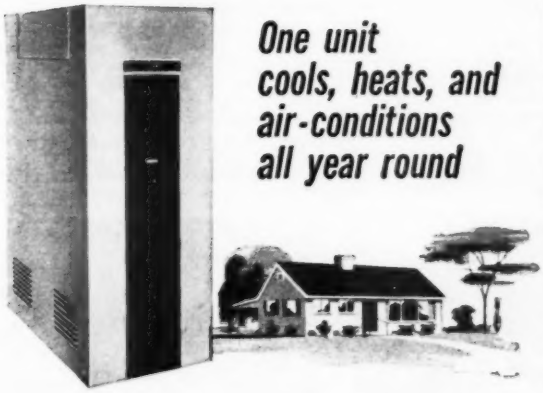
AB14199—HOT AIR DRYER—Norge Division, Borg-Warner Corp., Dept. AB, Chicago, Ill. This new dryer operates with room temperature air or heated air, with or without tumbling. The illuminated Time-Line control panel measures the drying periods up to two hours. The dryer also features a 29-in. diameter smooth cylinder, to cut down linting, wrinkling or wearing of the material; a 16-in. 180-degree door opening which allows loading with two hands. Dimensions are 36 in. high to working surface, 31 wide, and 26¾ deep.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

There's a Servel WONDERAIR

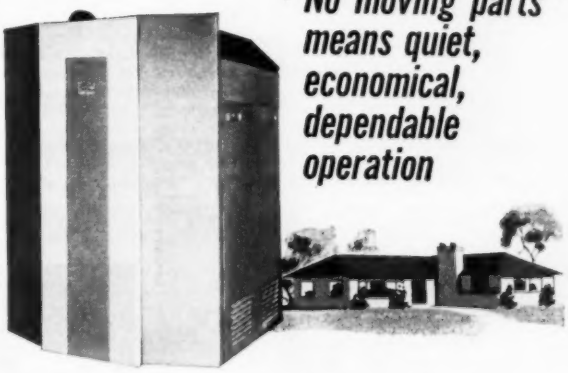
ALL-YEAR® AIR CONDITIONER

for every home you build



One unit cools, heats, and air-conditions all year round

2-ton model—Two full tons of refrigeration . . . 72,000 Btu/hr. heating—in just 2½′ x 4′ of floor space! This compact Servel unit is ideal for small, low-cost homes. No moving parts in the heating or cooling unit, of course—thanks to Servel's exclusive absorption principle of refrigeration!



"No moving parts" means quiet, economical, dependable operation

3-ton model—This one compact unit—Servel's "big-home size"—provides complete home comfort 365 days a year, as do all Servel models. Yet it costs little more than a heating plant alone! Year-round climate control, the quiet, economical Servel way, means more sales, faster sales for you.

Performs all 7 air-conditioning functions

5-ton model—Capacity enough for your larger houses where the extra sales stimulus of air conditioning is particularly important! Heats in winter, cools in summer, cleans the air, removes excess moisture on hot days, adds needed moisture on cold days, circulates, ventilates!

NAHB Show, January 17-21 in Chicago. Space: 185-186-187-188

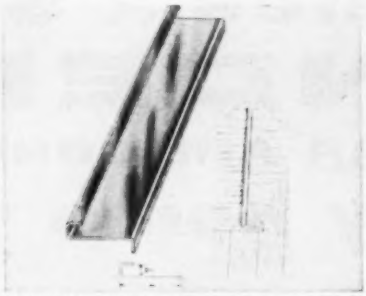
SERVEL, INC., Dept. AB-14, Evansville 20, Indiana

Servel

the name to watch for great advances in

AIR CONDITIONING ✓ REFRIGERATION

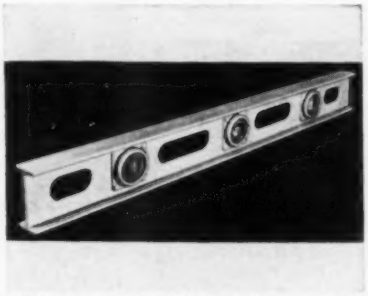
AB14374—BATHROOM SCALE—Conant Brothers, Dept. AB, Somerville, Mass. The "Hide-A-Weigh" scale consists of a standard bathroom scale attached to the door of a heavy, pressed steel cabinet recessed in the wall. A simple, self-compensating spring arrangement allows the scale to swing down to the floor and rest there on rubber bumpers. A gentle push, and the door and scale swing flush into the wall. The chrome-plated door is all that indicates the presence of the scale. Unit offers convenience, more space.



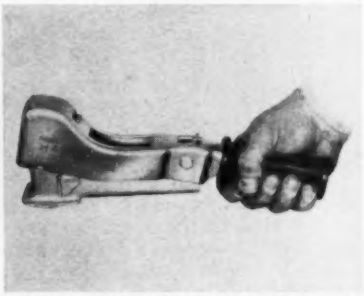
AB14232—SIDING TRIM—Macklanburg-Duncan Co., Dept. AB, P. O. Box 1197, Oklahoma City 1, Okla. Metal trimming for asbestos and other siding is a new line now being manufactured in a complete set of styles to take care of all types of trim necessities. The rust-proof trim is suitable for new construction or for residing existing buildings. Each style is furnished in ten-foot lengths except for outside corner styling which comes in 11½-inch sections. Trim is made in inside corner, door and window trim, drip caps, etc.

AB14227—PREFABRICATED HOUSE—International Homes, Inc., Dept. AB, Mineral Ridge, Ohio. Three-bedroom house with attached garage has full dining room in addition to dining space in kitchen. Large living room and utility room. Garage has space for storage of garden tools. Disappearing stairway provides access to added storage space in attic. The home can be erected on slab, basement or crawl space. Home is fully panelized prefabricated. Sold only to qualified builders. Also a four-bedroom model.

AB14112—GAS INCINERATOR—Duo-Therm Division, Motor Wheel Corp., Dept. AB, Lansing 3, Mich. Direct fire gas home incinerator destroys wet or dry garbage and trash. The direct fire principle goes to work on the refuse immediately reducing it to a fine ash. To control the length of burning time the unit has a clock timer. This allows the setting of various times depending on the type and size of load. At the end of the predetermined time the switch turns off the burner. The unit must be vented to a class A chimney.



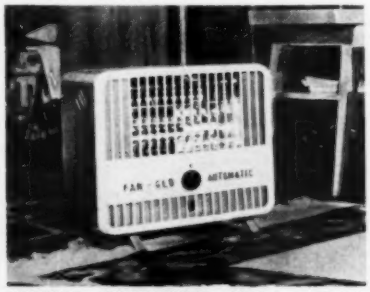
AB14191—MAGNESIUM LEVEL—J. H. Scharf Mfg. Co., Dept. AB, Omaha, Neb. The "Megnelite" level is stated to be one-third lighter than levels made of aluminum, making it a product of great interest to construction men who must work constantly with a level. Scharf is the first to use extruded magnesium in levels guaranteeing a frame that cannot be broken. The level is available in nine sizes including the Protractor Level which measures angles and degrees of drop. Levels have replaceable vial units available upon request.



AB14193—STAPLING HAMMER—Bostitch, Dept. AB., Mechanic St., Westerly, R. I. The Bostitch H4 heavy duty stapling hammer is balanced to deliver the most powerful blow with a natural swing and the least effort. Using the H4 is a one-hand operation, leaving the other hand free to hold material in place. One blow drives the staple all the way home. The hammer operates at arm's length and the operator covers much more area from one position. There is less staging, less time required on roofing and siding jobs.

AB14099—TRANSLUCENT STRUCTURAL PANEL—Chemold Co., Dept. AB, 2000 Colorado Ave., Santa Monica, Calif. Known as Chem-O-Glas, this new material is said to differ from other glass-fiber reinforced plastic structural sheets in that it is molded to absolute uniformity throughout each sheet. This process is said to give greater strength and enables the manufacturer to present the material as flame-resistant and high heat-resistant, with excellent weathering and electrical qualities. Good for porch and patio coverings, skylights, etc.

AB14092 — WOOD SCREWS — Southern Screw Co., Dept. AB, P.O. Box 68, Statesville, N. C. A new packaging system has been worked out by this company, based on extensive study of customer preference. An outstanding feature is the new color identification label —silhouette in color and all identifying information are discernible at a glance. The new boxes are made of 100 per cent virgin Kraft with twice the strength of the old-type boxes. Boxes are soil-resistant and moisture-resistant by use of paraffin base dye.

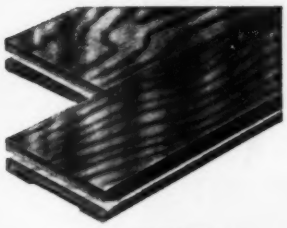


AB14111—FAN-HEATER—Markel Electric Products, Inc., Dept. AB, 129 Seneca St., Buffalo 3, N. Y. "Kool-N-Heetaire" model 25, using 1,320 watts, and model 26, using 1,650 watts, is a fan forced radiant electrical heater and cooling fan. The unit is engineered with a radiant ring that produces hot infra-red rays, reflecting the rays into the room. In conjunction with the infra-red heating, a fan forces hot air into the area of use. For cooling, the unit has a four-bladed 8-inch fan. A three-way rotary switch (off-heat-cool) controls the heater.

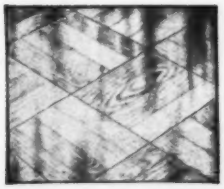
♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

YOU CAN BUY WITH CONFIDENCE THESE

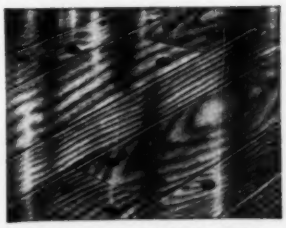
DELFAIR *Products of Quality*



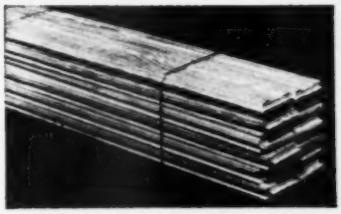
OAK FLOORS
Prefinished and Unfinished



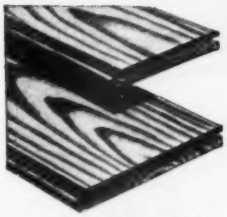
OAKBLOK FLOORS



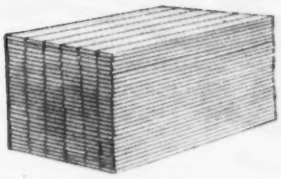
OAK PLANK FLOORS



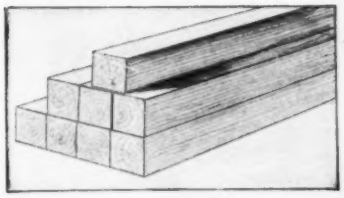
END-MATCHED SOUTHERN PINE FLOORING



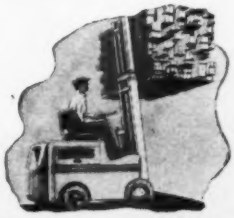
SOUTHERN PINE PANELING



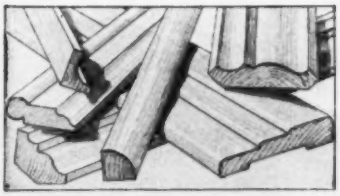
SOUTHERN PINE LUMBER



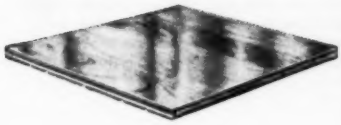
SOUTHERN PINE TIMBERS



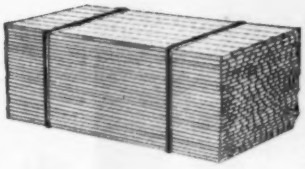
PALLETIZED HARDWOOD FLOORING



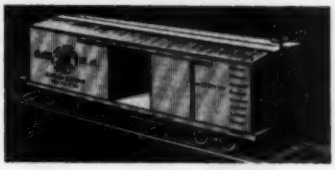
SOUTHERN PINE MOULDING AND TRIM



MULTI-WOOD BLOK FLOORS



PALLETIZED FURNITURE DIMENSION



MIXED CARS GIVEN PARTICULAR ATTENTION

VISIT US AT BOOTH 315 IN HOTEL SHERMAN DURING THE NATIONAL ASSOCIATION OF HOME BUILDERS CONVENTION CHICAGO, JANUARY 17-21, 1954.

WIRE, TWX OR PHONE 740

D. L. FAIR LUMBER COMPANY

LOUISVILLE, MISSISSIPPI

Member National Oak Flooring Manufacturers' Association
Southern Pine Association and S.P.I.B.

Now it costs less than ever . . . in money and manpower . . . to give your homes the colorful appeal* of

Here they're used with two standard Murray base cabinets to form a free-standing range with two big storage compartments. The oven can be raised 6½" to provide a drawer beneath oven. Note optional glass window.

* Every builder knows the sales wallop that built-ins of every kind carry in today's new-home market. But up till now, built-in ranges have been costly and difficult to install. Now Murray designers have found the answer to built-in features—counter-top ranges that match lovely Murray Kitchens' "Contour

SEE THESE UNITS AT THE MURRAY BOOTH NAHB SHOW

built-in cooking units!

Murray built-in range counter top and oven in a custom-planned Murray steel kitchen. The oven is fully automatic, includes clock and timer. Electric heating elements are concealed. The possible combinations are unlimited.

New Murray color units offer builders advantages never before found in counter-top ranges or built-in ovens!

1. ***COLOR HARMONY!*** Murray's beautiful built-in range tops and ovens come in porcelain enamel Sunset colors: Golden West Yellow, Ranch Green, Horizon Blue, Mist Gray, and white. Stainless steel is also available. It's a new, dramatic way to bring smart color into the kitchen! Colored cabinet handles to match let you extend this color scheme throughout the kitchen.

2. ***STYLE HARMONY!*** Range tops are actually counter tops—with contours and backsplash to match Murray base cabinet tops perfectly! No more "built-in hot-plates," the Murray range top is a complete, integrated unit with *all* the beauty of Murray "Contour styling!"

3. ***EASIEST INSTALLATION!*** Counter-top range fits on any 24" or 30" Murray base cabinet . . . replaces the regular top! Full-depth cabinet drawer gives convenient storage space. No special holes to cut in counter tops. No difficult fitting problems. And the same goes for Murray's oven-to-match! Control panel for counter-top range can be located for greatest convenience.

styling" exactly . . . replace counter tops on regular Murray base cabinets! Read how your regular Murray Kitchens supplier can help you achieve new, colorful *built-in* glamour . . . at *lower* cost, with *easier* installation. Then see your Murray supplier or send the coupon . . . now, in time for your next project!

MURRAY

THE MURRAY CORPORATION OF AMERICA
Home Appliance Division
1900 South Washington, Scranton, Pennsylvania

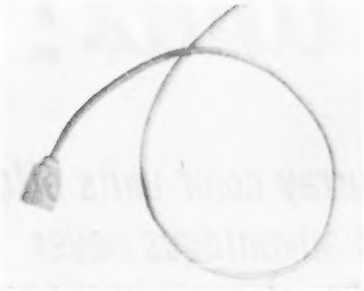
Please send details on new Murray built-in range counter tops and ovens.

Name_____

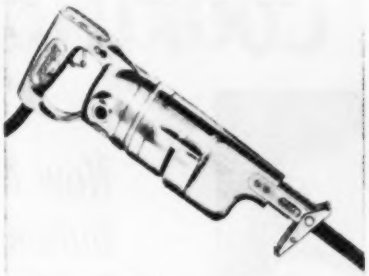
Address_____

City_____ Zone_____

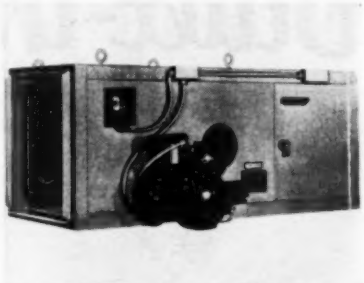
County_____ State_____



AB14084 — NYLON PULL-CORD — Hunter Douglas Corp., Dept. AB, 150 Broadway, New York 38, N. Y. The 1954 model All-Flexalum venetian blind is now being made with a slim nylon cord which the manufacturer claims has greater tensile strength and abrasion resistance than other cords used for this purpose. This cord should reduce one of the big maintenance problems on venetian blinds—continuous replacement of the lift and tilt cords. The All-Flexalum blind is available throughout the United States and Canada.



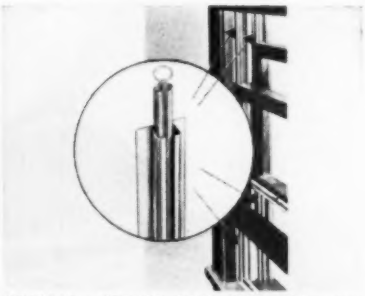
AB14361—PORTABLE POWER SAW—Milwaukee Electric Tool Corp., Dept. AB, 5356 W. State St., Milwaukee 8, Wis. Designed for heavy duty service, the "Sawzall" is a rugged, reciprocating type sawing tool that will stand up under continuous use. Only 14½ inches long and weighing 6¾ pounds, the tool can be easily maneuvered with one hand. The saw has a ¾-inch stroke and operates at 2,250 strokes per minute. It cuts through wood, galvanized sheet, Formica, Masonite, and other materials. Provided with trigger type switch.



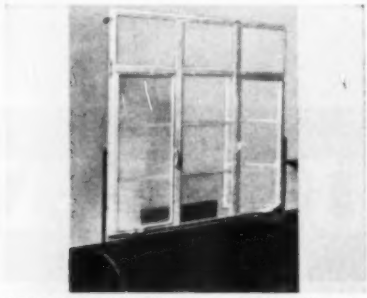
AB14041—SUSPENSION HEATER—Jackson and Church Co., Dept. AB, Saginaw, Mich. Three new suspension units of 112,000, 100,000 and 80,000 Btu's output can be arranged singly or in batteries to handle hard-to-heat space heating jobs. They are suitable for garages, service stations, recreation rooms and other installations where floor space is at a premium, as well as for attic, crawl space and utility rooms in houses. Units can also be adapted to summer air conditioning by combining them with refrigeration units.

AB14087 — IRON HARDWARE — National Lock Co., Dept. AB, Rockford, Ill. A new line of forged iron hardware reflecting the traditional charm of Early American living is offered in Dead Black, Old Copper and Swedish Iron. The grouping composes knobs, latches, handles, strap hinges, H hinges, H and L hinges and other popular items designed for use in kitchens, living rooms, dens, game rooms and throughout the house. Each item comes individually packed complete with screws, in a printed envelope. Available from open stock.

AB14384—BLUEPRINT CABINET—Ross-Martin Co., Dept. AB, 423 E. 4th St., Tulsa 1, Okla. Kraftbilt Horizontal Rollfiles are stated to be ideal for filing sub-division maps, plats, blueprints and tracings. Sectional units, of sturdy all-steel construction occupy little floor space. Disappearing door useful in cramped quarters; door has tamper-proof lock. Index plates on inside ledges expedite location of specific maps. Model H-342 holds 112 rolled maps in 2⅛-inch tubes up to 42 inches long. Baked enamel finish.

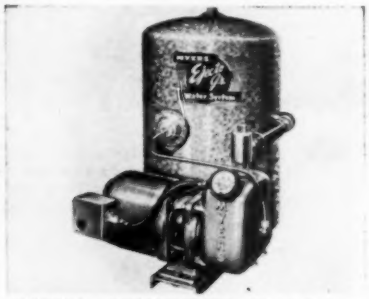


AB14313—SPRING SASH BALANCE—Master Metal Strip Service, Inc., Dept. AB, 1720 No. Kilbourne Ave., Chicago 39, Ill. The spring sash balance serves to balance the upper and lower sash of double hung windows and to furnish weather protection by a combination of both in one unit. To accomplish this, a spring of the proper tension for various size windows is used within a housing made of aluminum. The housing fits between the stile of the sash and frame, providing a seal. This method weather-protects window letting sash move up and down easily.



AB14385—ALUMINUM WINDOW—The Maco Corporation, Dept. AB, Huntington, Ind. Cast as a single unit in a new type of permanent mold, each window section consists of one integral assembly (including rails, muntins and mounting flanges) without joints or welds. Cast aluminum frame has great strength and rigidity; all frame members have thickness of approximately 5/32-inch. New cast process also permits a slight radius at corners of all glass areas. Weather-tight Koroseal gasket seals ventilating units.

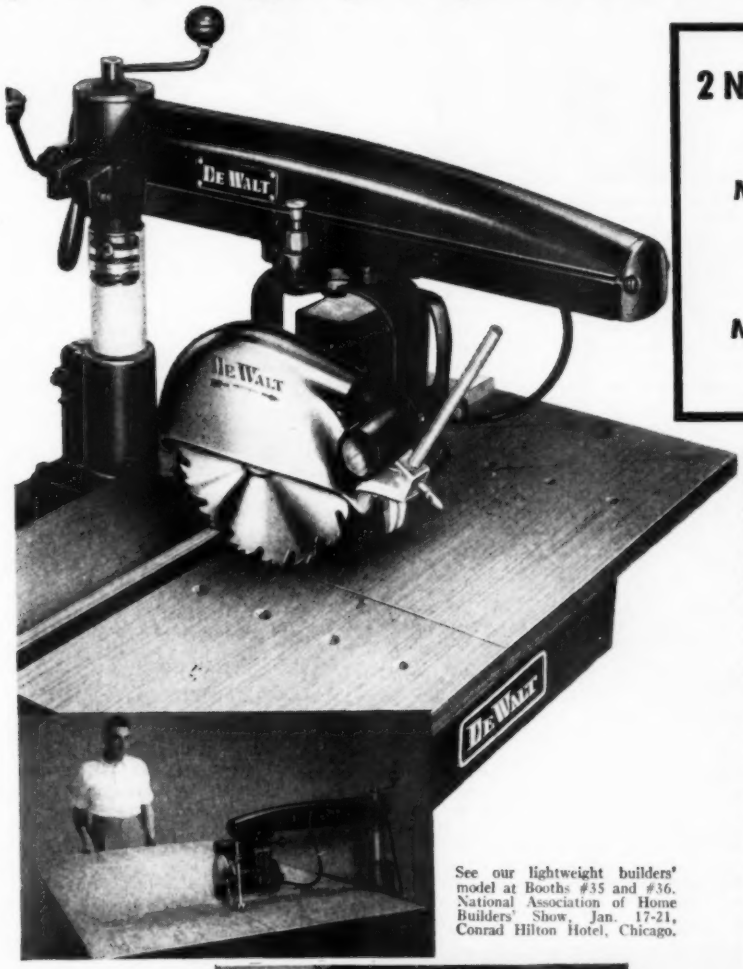
AB14372—DRILL KIT—Black & Decker Mfg. Co., Dept. AB, Towson 4, Md. Two new drill kits are introduced—a ¼-inch all-purpose kit and the ¼-inch Deluxe kit (shown). The latter features a ¼-inch drill with accessories for drilling and sanding in wood or metal, grinding, cleaning and burnishing, and paint mixing. Included in the steel kit box are a horizontal drill stand for bench work, 13 twist drill bits (1/16 to ¼-inch), backing pad and three sanding discs, 3-inch grinding wheel and 4-inch wire wheel brush.



AB14380—ELECTRIC PUMP—The F. E. Myers & Bro. Co., Dept. AB, 920 S. Orange St., Ashland, Ohio. New compact electric water system for homes located outside city water mains is called the Ejecto, Jr. It can be used on either shallow or deep wells up to 40 feet. Standing only 24 inches high, including the 11-gallon tank, system can be installed under most kitchen sinks, in utility rooms or in similar small spaces. The pump can be converted from shallow to deep well use by adding one threaded connection.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

Here's your BIGGEST VALUE in power saws today...a portable, big-capacity DEWALT for only $229 delivered!



See our lightweight builders' model at Booths #35 and #36. National Association of Home Builders' Show, Jan. 17-21, Conrad Hilton Hotel, Chicago.

2 New Models for Small Builders

VALUE NO. 1

Model MBC DE WALT 9" Saw

Only $229 Delivered

VALUE NO. 2

Model GWF DE WALT 10" Saw

Only $348 Delivered

Today...your best bet to reduce job costs and make bigger profits is a new portable DE WALT®...especially designed for small builders...priced low enough to pay for itself on the first house it helps build with savings these ways:

Big Capacity...new 9" saw cuts 2½" deep, 10" saw cuts 3" deep; both rip to center of 48" wide panels to give you ample capacity for house jobs.

Save Handling...put DE WALT alongside the lumber pile and pre-cut all your framing from a planned cutting list.

Save Marking...lay out one piece, set up your DE WALT and easily duplicate all cuts from ONE marking.

Save Fitting...DE WALT pre-cuts perfectly the *first* time, saves the added cost of fitting.

Save Material...DE WALT cuts from above, easily follows line marks for perfect work and eliminates spoilage; re-works odd sizes into usable pieces.

Save Millwork Cost...DE WALT shapes, dadoes, etc., turns out millwork on the job... no more mill costs.

Save Repair Costs...direct drive DE WALT motor is grease-sealed for life...no brushes, no repairs to worry about.

Double Use...after framing carry DE WALT *inside* to "build in" those cozy *extras* that help sell houses.

Visit your nearby DE WALT dealer and pick up a low-cost DE WALT for your next job. It's easy to operate...easy to move around. And you get low-cost DE WALT PERFORMANCE that produces a better house for less money ...more profit to you! Write for complete DE WALT catalog.

RIPS TO CENTER OF 48" PANEL

DADOES AT ANY ANGLE

De Walt Inc. AMF Lancaster, Pa.

DE WALT

POWER SAWS

Subsidiary of

AMERICAN MACHINE & FOUNDRY COMPANY

New York

De Walt Inc., Dept AB-1, Lancaster, Pa.

Please send me full details on the BIGGEST VALUE in power saws today

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ADDRESS _____

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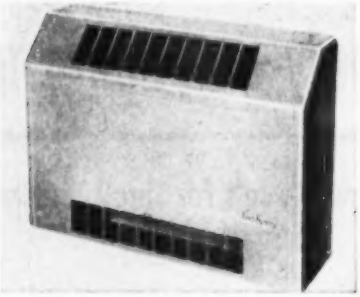
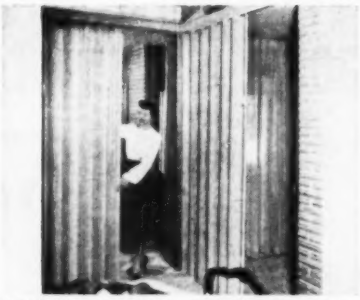
(Attach to business letterhead and mail)



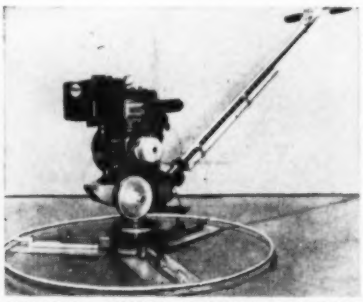
AB14123—HEATER-COOLER—C. A. Dunham Co., Dept. AB, 400 W. Madison St., Chicago 6, Ill. Vari-Temp units provide year 'round air conditioning. Three unit sizes plus variety of choices of installation give them wide versatility of use. Units can be floor or vertically wall mounted, mounted flat on a ceiling or inverted on a wall. One unit heats, cools, ventilates; one heats and ventilates; one cools and ventilates. Units stress sturdy construction, quiet operation, ease of installation and maintenance.



AB14244—FOLDING DOOR—Consolidated General Products, Inc., Dept. AB, 24th & Nicholson Sts., Houston 8, Texas. The Veni-Flex folding door is supplied in a choice of eight pastel enamel colors or a natural finish. It is suitable to modern, compact homes where space-saving is a first consideration. It serves as a room divider, closet or in-a-door bed closure. Unit is constructed of high-grade basswood slats, woven with seine twine. Ventilation between slats permits free circulation of air.

AB14097—TILE CUTTER—J. M. J. Industries, Inc., Dept. AB, Belleville, Ill. Latest J.M.J. Tile Cutter, model WFT-2. Designed primarily for wood floor tiles, it will also cut asphalt, rubber, vinyl, linoleum, cork. It takes 9x9-inch tiles, in square and diagonal cuts; 12x12-inch tiles in square cuts only. The tool has all-steel parts, except for blades, plated to prevent rust and corrosion; all-magnesium castings; brass wear plates front and rear; lower blade back-up screws prevent blade slippage.

AB14093—PANEL BOARD—Southern Plaswood Corp., Dept. AB, Hope, Ark. The new type "A" Plaswood is strong, hard panel board made from specially treated long wood fibers bonded under heat and pressure with special resin binder. Two densities are available, high density for underlayment of floor coverings, and medium density for sidewall sheathing. Large standard size sheets of several thicknesses are available. The material has about 50 per cent greater insulating value than lumber, its manufacturers say.

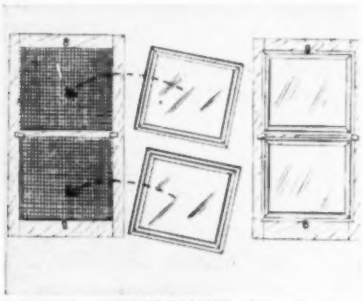


AB14408—CEMENT FINISHING MACHINE—Whiteman Manufacturing Co., Dept. AB, 3249 Casitas Ave., Los Angeles 39, Calif. New basic improvements give this machine further advantages, long life: a new gear case is equipped with Timken bearings to reduce wear; safety switch on handle shuts off automatically when operator releases his grip; at top of handle and in the base, ball thrust bearings make trowel pitch adjustment easier when machine is operating; new rubber collar protects the trowel adjustment arms.

AB14370 — WATERPROOF CEMENT — The American Sta-Dri Co., Dept. AB, Brentwood, Md. Manufacturer announces new package design for its hydraulic cement, Instant Water-Stop, now available in one-pound as well as four-pound package. Water-Stop is a fast-setting cement that stops running water leaks in masonry immediately, according to its makers. It can be used to patch breaks, holes and cracks in masonry and for anchoring bolts or other jobs requiring a quick-setting cement. Can be used with Sta-Dri masonry paint.

AB14389—SINK-TUB COMBINATION—Capitol Kitchens, Division of Hubeny Brothers, Inc., Dept. AB, Roselle, N. J. New 48-inch sink and tub combination offers features which stress kitchen efficiency. The unit has a deep drawer for storage and two regular size drawers with a cutlery tray built into the top one. Door opening into the storage compartment under the tub has towel rack and wire soap basket on inside. Acid-resistant porcelain sink has one deep and one shallow bowl with sliding top to serve as a drainboard.

AB14320—FURNITURE LEGS—The R. G. Coffman Co., Inc., Dept. AB, P. O. Box 1113, Orlando, Fla. Wrought iron table and chair legs in heights of 6", 11", 16", 22" and 28½" are made for attaching to standard building supply items, such as flush doors, plywoods, hardboards, etc. This method permits quick construction of beautiful furniture or tables inexpensively. Legs are solid iron with a correct furniture foot and one inch wide top attachment plate with five screw holes which makes for sturdy and sound construction.



AB14379—STORM PANELS—Winsulite Manufacturing Co., Dept. AB, Baltimore 2, Md. Two aluminum framed glass inserts fit securely into the top and bottom of standard or modular size full length wood screen, making screen into a storm window. Storm panels are called "Weatherite." Each set of inserts comes complete with necessary hardware, consisting of a turning locking lever for each insert and a set of two small metal offsets, each of which fits with inserts at the cross bar, one on right, one on left edge of cross bar.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

The DENISON JALOUSIE

OUTSTANDING...at any stage of the Building Industry!

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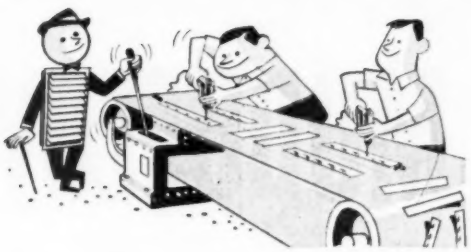

1 The Denison Corporation, as personified by Denny Jalousie, uses modern factory methods to provide a finer jalousie at competitive prices. Advanced engineering keeps Denny out front with new, quality features such as the patented jamb* weather-stripping, tension-seal** louver clip***.

2 Denny's dealers and distributors stock 7 KD units in the space required for one assembled jalousie. With heads and sills in 4", jambs in 3½" increments, a small stock offers unlimited size combinations. Glass is ordered from local glazier.

3 KD units are assembled in seconds with a screwdriver and 8 screws. Dealer-installers and contractors install easily by following Denny's installation detail drawings. Odd-width windows are made with simple on-the-job saw cut.

4 Architects find Denison Jalousies the most versatile windows ever developed for modern home design . . . ideal for regular window openings, doors, porch enclosures, breezeways. Storm sash interchangeable with screen provide a prime window for any climate.

5 All the benefits of Denny's planning and design are passed on to the builder in reduced cost, faster home sales. Home buyers are demanding homes with the new beauty, comfort and protection provided by weather-sealed Denison Jalousies.

MAIL THIS COUPON NOW!

DENISON CORPORATION
Dept. AB-1
1890 N.E. 146th St.
North Miami, Florida

Please send me, without obligation, further details on how I can get higher profits, faster sales, more satisfied customers with Denison Jalousies.

I am a: ☐ *Builder* ☐ *Dealer* ☐ *Distributor* ☐ *Architect*

☐ *Other* . . . . . .

Name . . . . . .

Company . . . . . .

Address . . . . . .

City . . . . . State . . . . . .

SEE OUR EXHIBIT | *Booth No. 306 Sherman NAHB Conv., Chicago, Jan. 17-21*

IN FLORIDA IT'S WEATHERMASTER

Denison Corporation

DEALERS! DISTRIBUTORS! Certain desirable territories are available — WRITE TODAY!

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TREMENDOUS NATIONWIDE ELECTRONIC MODUFLOW

Now, super-sensitive Electronic Moduflow system opens a new world of home comfort! Costs $199.50 installed...easy terms...

Thermostat outside your house gives you ideal Weather Control inside

You get constant wintertime comfort, your heating plant works better—with Honeywell Electronic Moduflow system

Why you need varying indoor temperatures

What Electronic Moduflow is, and how it works

Albert Balch, leading Northwest home builder

It's easy to get Electronic Moduflow for your home

No house is a modern home without Electronic Moduflow!

MINNEAPOLIS Honeywell

Electronic Moduflow

This advertisement will appear in Life magazine, January 11th. It features a house built by Albert Balch, Seattle builder. Other ads during the year will feature houses built by other leading builders.

PROMOTION FOR BEGINS!

—13 double spreads in LIFE

tying in with leading builders is a feature of 1954 program

Beginning this month, over 6,000,000 readers of *Life, American Home* and *Living for Young Homemakers* will be reading about Electronic Moduflow.

And a lot of them will be looking for Electronic Moduflow in the homes they buy. So find out about Honeywell Electronic Moduflow—and install it in the homes you build.

For complete information about Electronic Moduflow, call your local Honeywell office, or write to Honeywell, Dept. AB-1-06, Minneapolis 8, Minnesota.

Never Before Such An Exciting Boost To The New House Market

The public's interest in new homes will grow, not diminish, when helped along by ads like the one you see reproduced here. Such ads will help boost the demand for the kind of homes you design and build—and will help make Electronic Moduflow a better sales aid to you.

MINNEAPOLIS
Honeywell

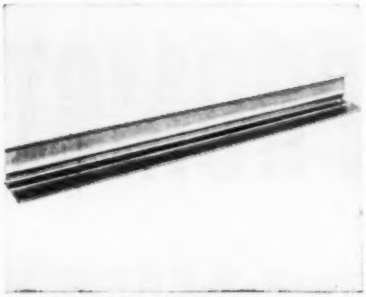
H HONEYWELL

First in Controls

104 OFFICES ACROSS THE NATION

AB14190—GAS BOILER—Burnham Corp., Dept. AB, Irvington-on-Hudson, N. Y. The new PB series gas boiler heats both the house and the water for the house. In addition to two-way heating, the boiler features: low gas consumption pilot; glass wool insulation; gas tight construction; quiet operation. It is available in three sizes for steam ranging from 295 square feet to 610 square feet of installed radiation, and in four sizes for hot water ranging from 375 to 1,100 square feet of radiation.

AB14406—STORM SASH-SCREEN—Scottsbluff Sash & Door Co., Dept. AB, Scottsbluff, Neb. Kiln-dried Ponderosa pine is used in the manufacture of these all-wood self-storing screen and storm sash. Wood is treated with toxic preservative to resist rot, stain, termites and moisture. Weatherstripping at sill, head and meeting rails, assures maximum weather-tightness and minimum heat loss. Lower half of storm sash slides open for ventilation or closes tightly for insulation against cold.

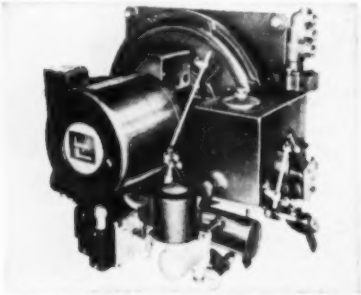


AB14388—STEEL LINTEL—Brainard Steel Division, Sharon Steel Corp., Dept. AB, Warren, Ohio. These heavy-gauge prime steel lintels will not shrink, warp, crumble or burn. Corrosion-resistant finish assures lifetime trouble-free use. Lintels make possible crack-free walls over window and door openings. Roll-formed lintel has no twist, always lies flat. Because of their strength and durability, these steel lintels meet all safety requirements for window and door openings in masonry construction.

AB14238—VINYL TILE—Kentile, Inc., Dept. AB, 58 Second Ave., Brooklyn 15, N. Y. Ken-Flex, new multi-purpose vinyl asbestos tile, is available in 14 decorator colors. Product is grease- and alkali-proof, fire resistant, and resistant to acids, fats, oil and gasoline. Tiles come in 9x9-inch squares and in 1/16-inch and 1/8-inch thicknesses. Product can be installed on concrete in direct contact with earth, so can be used in any below-grade installation and in basementless homes. Its toughness withstands heavy traffic.

AB14042—DECORATIVE COLUMN—Metal Crafters, Dept. AB, E Avenue at 18th St., N.E., Cedar Rapids, Iowa. Trumpet vine design porch column, shown, is double faced, i.e., identical on both sides, and cast in aluminum so that it will not rust. It is made both in corner and panel columns with standard height of eight feet, other heights available, 11¾ inches wide, with matching brackets and valances. Column also available in grape vine design, 10 inches wide. Cast in aluminum alloy, there is no breakage in shipping or erection.

AB14043—ANTI-DRIP TAPE—J. W. Mortell Co., Dept. AB, Kankakee, Ill. The problem of sweating and condensation on cold water pipes can be met by NoDrip Tape, developed to eliminate pipe drip. It also protects piping, valves and fittings against rust and corrosion. The tape is cork-filled and is two inches wide and ⅛ inch thick, pliable and easy to handle. It can be applied manually without use of brads or tools. When wrapped around pipes diagonally it forms a snug, sealed jacket; one coil covers 10 feet of pipe.



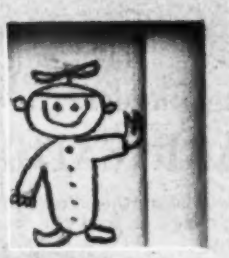
AB14102—METERING BURNER—S. T. Johnson Co., Dept. AB, Church Road, Bridgeport, Pa. This oil burner automatically maintains a fixed air-fuel ratio regardless of variations in oil temperature and viscosity. The manufacturer claims the metering pump burner will outperform others on cold starts. The air-fuel ratio is maintained by a positive displacement metering pump. The model 53 is available in seven sizes from 25 to 400 horsepower. The unit is simple in design, easy to service, and exceptionally efficient, states the manufacturer.

AB14188—PACKAGED DOOR UNIT—Virginia Metal Products Corp., Inc., Dept. AB, 1107 1st National Bank Bldg., Pittsburgh 22, Pa. The Nok-Down Bi-Pass unit offered by this manufacturer is a low-cost sliding door unit which comes in one carton containing: two doors, one sill member, one head member, eight rubber bumpers, four hold-in angles with screws, nine wood screws, and an instruction sheet. Doors are formed of 20 U.S. gauge furniture steel, with prime coat baked on. Installation is accomplished by four easy steps.

AB14381—ELECTRIC HAMMER—Tempo Products Co., Dept. AB, 2075 E. 65th St., Cleveland 3, Ohio. Operating on a patented principle of motion conversion, "Super Slugger" electric hammers employ neoprene blocks to give snap to each of the 3,000 blows per minute. Impact motion delivered by reciprocating piston is fast and positive; normal ⅝-inch piston travel is increased to 1⅛-inches at full speed, with no shock or vibration on motor or operator. Tool weighs only 7½ pounds and may be operated by one hand.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

For **big** *doors...*



little *doors...*

or **average** *doors...*

for **low-cost** *doors...*

middling *doors...*

or **plushy** *ones...*

Whatever your needs
in Sliding Door Hardware, Grant makes it!
Grant Pulley & Hardware Corporation,
31-63 Whitestone Parkway, Flushing, New York.

See you at the Show—Booth 280.

Don't forget!

Make 1954 Building Dollars Buy More Building

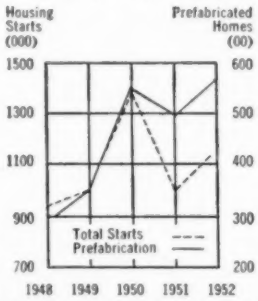
Join the Nation's Leading Builders...

SHIFT TO PREFABRICATION

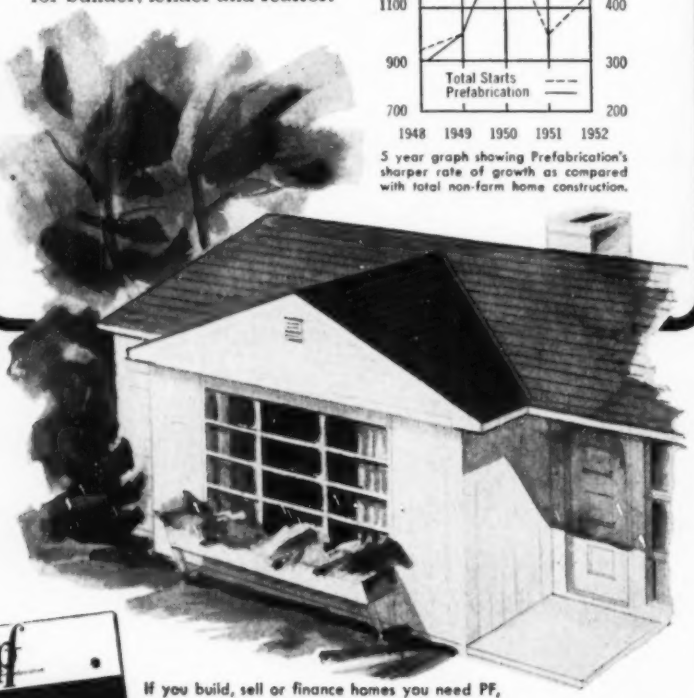
IN THE PRESENT home building market the premium on speed, economy and quality is bigger than ever . . . and the trend to prefabrication is stronger than ever.

It's a market that gives the builders of prefabricated homes the distinct advantages of faster starts, faster completions—and quicker capital turn-over. At the same time, the buyer benefits from today's precision-engineered, quality homes that are as attractive as long-term investments as they are to look at and live in.

If you haven't already joined the shift to prefabrication, look into its profit possibilities—offering wide open opportunities for builder, lender and realtor.



5 year graph showing Prefabrication's sharper rate of growth as compared with total non-farm home construction.

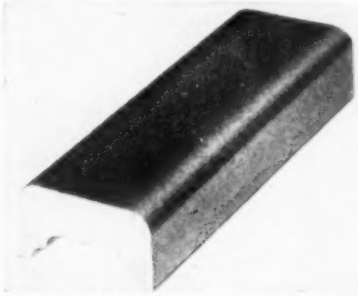


If you build, sell or finance homes you need PF, the new official monthly journal of PHMI. Subscribe now, $3.00 a year.

PREFABRICATED HOME MANUFACTURERS' INSTITUTE
930 20th St. N.W. WASHINGTON, D.C.

....PRODUCTS EXHIBIT

AB14234—BUILT-IN RANGE—Leeson Steel Products, Inc., Dept. AB, 612 N. Michigan Ave., Chicago 11, Ill. Presteline Built-In Ranges are stated to be among the most advanced equipment available for modern trends in kitchen planning. Individualized cooking tops can be grouped in any manner for greatest efficiency. The range features the largest built-in oven on the market, installed at eye-level height. Ovens and range tops come in five pastel shades for complete color planning.



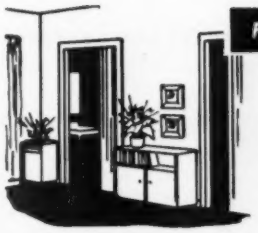
AB14196—CERAMIC TILE TRIM—Pomona Tile Mfg. Co., Dept. AB, 629 N. LaBrea Ave., Los Angeles 36, Calif. A new tile trim developed as a match for the manufacturer's Perma-Glaze tile, is used on floors, counters and other extra-traffic surfaces. Six items in the new trim are now in stock, which makes possible the combination of the extra-hard glaze of Perma-Glaze with a matching hard trim that adds versatility in design. All trim stock is available in five colors, Hunter Green, Sun Yellow, Ecru, Morocco Brown, Sandalwood.

AB14038 — GASOLINE RAMMER — Barco Manufacturing Co., Dept. AB, 500 N. Hough St., Barrington, Ill. This self-contained, portable tool meets most compaction specifications, for it will ram from 20 to 30 cubic yards of material per hour. Operator has complete control of tool on each stroke. It can be operated without special skill and uses only a small amount of gasoline for power, requires no supply lines to hamper movement. Rammer has magneto ignition, is easy to start and stop, needs minimum maintenance.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

FOR KITCHEN CABINETS

By-passing
2, 3 or 4 doors.
Fully adjustable.

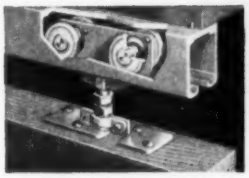


FOR ROOM TO ROOM

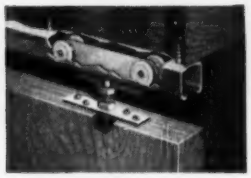
Single or converging
open or closed pocket
disappearing doors.

SERIES 250A Packaged kit—Deluxe track with exclusive step-up design that hides hardware from view. Designed for ¾" kitchen cabinet and light wardrobe doors.

SCOTTIE SERIES Packaged kit—Low-priced hardware for ¾" to 1⅜" by-passing doors. Sturdy extruded aluminum track; taper-lock hangers with 5/16" vertical adjustment.



SERIES 400A Packaged kit—Also used in Series 800 KENNAFRAME . . . a prefabricated frame for pocket doors up to 150 lbs. Adjustable ball-bearing hangers; 8 wheels per door.



SERIES 350 Packaged kit—Also used in low-priced Series 900 SCOTTIE K-FRAME . . . a prefabricated frame for closed-pocket doors up to 100 lbs. Adjustable hangers; 8 wheels per door.

SELECT FROM KENNATRACK!

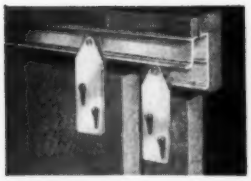
take the guesswork out of sliding door installations!

FOR SMALL WARDROBES

By-passing
2, 3 or 4 doors.
Fully adjustable.

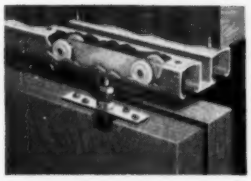
FOR LARGE WARDROBES

By-passing, heavy 2, 3
or 4 doors. Adjustable
or non-adjustable.

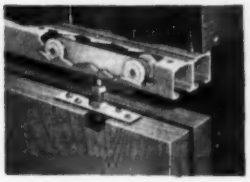


SERIES 250A Packaged kit—Deluxe track with exclusive step-up design that hides hardware from view. Designed for ¾" kitchen cabinet and light wardrobe doors.

SCOTTIE SERIES Packaged kit—Low-priced hardware for ¾" to 1⅜" by passing doors. Sturdy extruded aluminum track; taper-lock hangers with 5/16" vertical adjustment.



SERIES 600 Packaged kit—Double track for 1⅜" by-passing doors up to 100 lbs. Adjustable or non-adjustable hangers; 8 wheels per door. Exclusive expansion mounting plug for minimum 1" headroom.



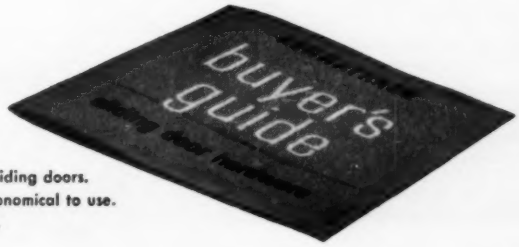
SERIES 700 Packaged kit—Double track for ¾", 1" and 1½" by-passing doors up to 100 lbs. Adjustable or non-adjustable hangers; 8 wheels per door. Heavy extruded track, easy to install.

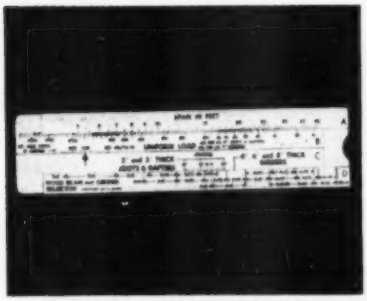
See you at the Builders' Show

Chicago's Conrad Hilton,
January 17-21. Booth 104.

Send for FREE Buyer's Guide

Detail drawings of 23 different ways to install sliding doors.
Tells what track is easiest, quickest and most economical to use.
Write Kennatrack Corporation, Elkhart, Indiana.





AB14106—WOOD BEAM SELECTOR—Everett Rader Co., Dept. AB, Box 122, Bowling Green Sta., New York 4, N. Y. A plastic slide rule, the "Wood Beam and Girder Selector," will quickly show the size requirements of wood joists, rafters, and girders. The various factors in designing wood structural members, span, load, stress, or modulus of elasticity are simply set on the movable slides. The member size is read directly. The scale also shows the most economical wood member for any given spacing. Stresses of commonly used lumber are on the back of the rule.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION PAGE 237*

For Many Digging Jobs, *Only* the Sherman *Power* Digger is Practical

Get the most out of the excavating equipment you already own or rent by keeping it on your big volume jobs.

For miscellaneous excavating and trenching jobs the Sherman Power Digger is *fully capable* and *far less expensive to operate.* You can buy Digger and Tractor complete for less than many automobiles cost.

The Sherman Power Digger is the answer where giant digging equipment and manual labor are both uneconomical. It reaches 8 feet below ground surface and swings in an arc of 140° with a radius of 10 feet behind the tractor.

For complete information on how the Sherman will cut your digging costs, write today for free literature T-36.

Efficient performance of the Sherman Power Digger is assured by positive hydraulic action and patented actuated bucket.

The Sherman Power Digger is attached to a lightweight, rubber-tired tractor giving unmatched maneuverability and transportability.

Designed, Engineered and Manufactured Jointly by

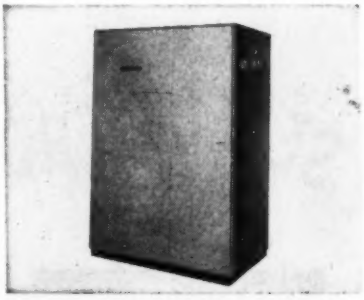
SHERMAN PRODUCTS, Inc.
Royal Oak, Michigan

WAIN-ROY CORP.
Hubbardston, Mass.

Patent No. 2,303,825. Other patents pending.

Sherman
PRODUCTS, INC.
ROYAL OAK, MICHIGAN

AB14249—CONCRETE FORM TIE—Irvington Form & Tank Corp., Dept. AB, 20 Vesey St., New York 7, N. Y. The Atlas Compo Form eliminates the problem of wrecking adjoining concrete forms when removing single panels for the insertion of pipes, etc. It is done through the use of a flat bar tie in conjunction with key-and-wedge fastening method. Tie has a flat, smooth surface with no protuberances to hinder sliding forms on or off. It anchors to the form, eliminating waters. Unit has wide adaptability.



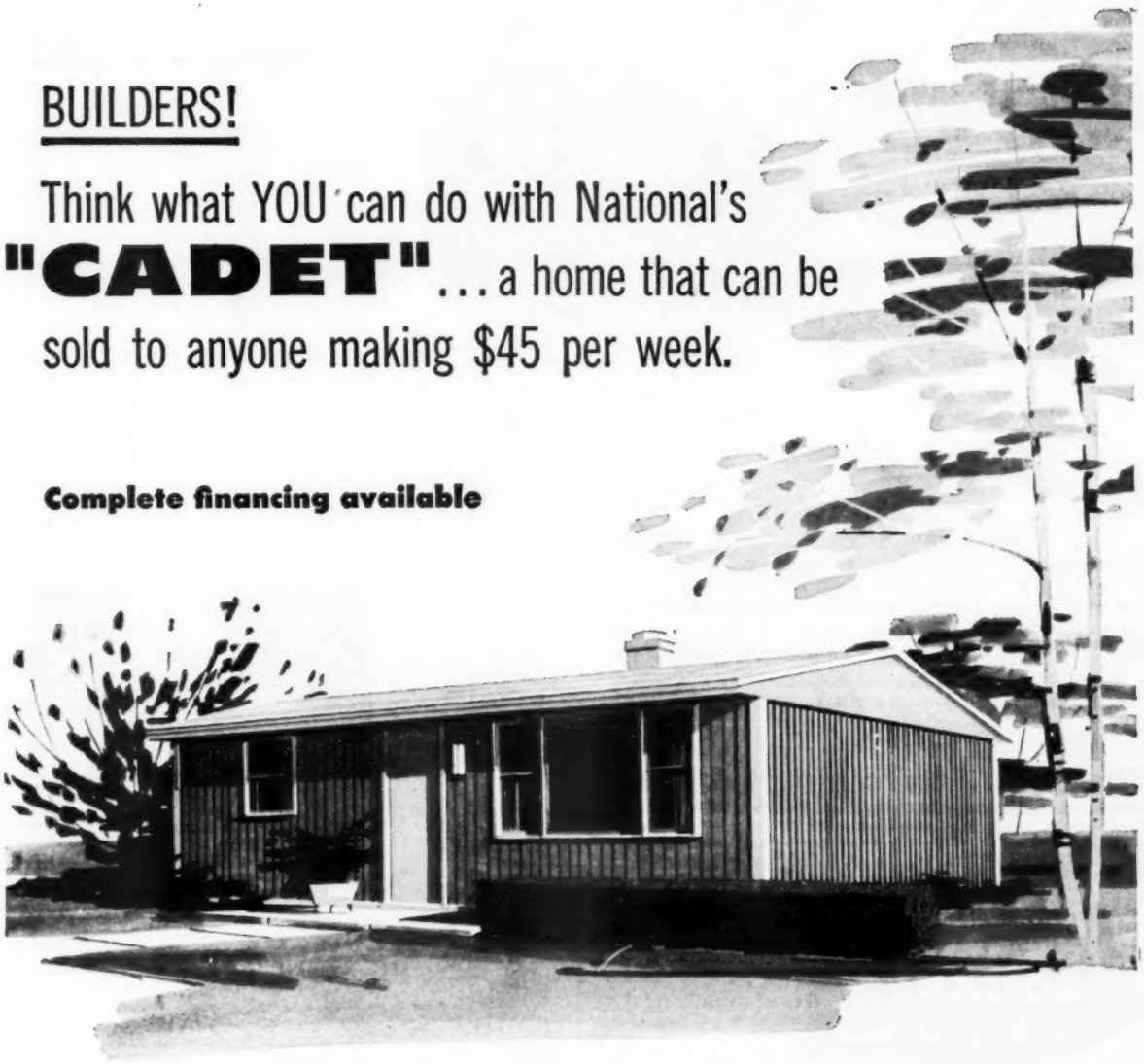
AB14116—HEAT PUMP—Westinghouse Electric Corp., Sturtevant Div., Dept. AB, Hyde Park, Boston 36, Mass. Westinghouse heat pumps provide heat in the winter, cooling in the summer. Powered by electricity, the unit burns no fuel and uses no water, as its operation depends solely on air and electric power. Heat pumps are available in three and five h.p. sizes for both large and small houses. Company also offers Unitaire Conditioner which conditions average five to seven room house, takes only 4 square feet of floor space.

AB14305—BIRD REPELLENT—Nixalite Company of America, Dept. AB, 115-119 West Third St., Davenport, Iowa. Nixalite is an inconspicuous spring tempered nickel bearing rust proof stainless steel device which prevents starlings, pigeons, and other obnoxious birds from landing or roosting on buildings, signs, gutters and similar places. It is precision engineered and lasts indefinitely under all climatic conditions. In every foot there are 120 springy prongs with needle sharp points curved and staggered in varying angles to form a semi-circle all welded to a base bar.

BUILDERS!

Think what YOU can do with National's "CADET"... a home that can be sold to anyone making $45 per week.

Complete financing available



2-BEDROOM	4-BEDROOM
$350 down	**$550 down**
approximately **$37.00** a month	approximately **$39.50** a month
total price approximately	total price approximately
$5600	**$6200**
including $800 lot	including $800 lot

Price deviations can occur because of local costs and lot cost variations. Monthly payments above are approximate due to local variations in taxes and insurance.

See a Complete "CADET" at Home Builders Show
(Erected on Parking Lot Opposite South Entrance, Conrad Hilton Hotel)
Visit Our Display...Spaces 114-115...Conrad Hilton

© NHC 1954

National has the only COMPLETE line of homes!

With the brilliant new "Rangers" . . . the thrifty "Pacemakers" and luxurious "Custom-Liners" . . . plus this sensational new "Cadet" line, National Homes Builders can now sell every type of home-hunting prospect. It's the greatest opportunity of all time for builders who want to hit the top in 1954. Write or wire for details!

BETTER HOMES BUILD A BETTER AMERICA

National HOMES®

NATIONAL HOMES CORPORATION
LAFAYETTE, INDIANA HORSEHEADS, N.Y.

"TROUBLE SAVERS" save time, too!

LADDER JACKS

- ONE-MAN Ladder Jacks (left) adjust to any pitch on either side of the ladder.
- Weight distributed on three rungs.
- New, rail-type jack (right) uses side rails of ladder for extra safety.

SCAFFOLD BRACKETS

- Erected and dismantled faster than you can build a make-shift wooden scaffold.
- 3 and 3½ ft. lengths—rail carbon steel.
- Nail, studding and bolt-attached types.
- Attachments to convert any one type to any other type.

Write for Catalog M: complete information on all "Trouble Savers" Scaffolding Accessories.

Manufacturers of "Trouble Savers"® since 1912

The Steel Scaffolding Company, Inc.

846 Humboldt Street, Dept. AB, Brooklyn 22, New York • Telephone: EVergreen 3-5510

NOW! *Automatic* FRAMING SQUARE

SOLVES ALL FRAMING PROBLEMS INSTANTLY!

ALL YOU NEED TO KNOW IS WIDTH OF BUILDING AND PITCH OF THE ROOF

No more bulky squares, rafter tables, slide rules and other extras to carry while figuring roofs. Just set Sharp's Automatic Framing Square to pitch of roof and it automatically solves every problem and provides direct marking guide for *all* cuts. Gives exact figures for length of rafters. Cuts given in square readings and in degrees for power saw work. Opens to 90-deg. angle.

A sturdy, all-metal tool that folds up into one compact unit... 1 foot long, 2 inches wide. Fits in pocket easily. Full money-back guarantee.

Order today direct from
Sharp's Manufacturing Co.
P.O. Box 332, Dept. 2, Salem, Oregon
Prepaid $9.85—If COD Postage Extra

$9.85 PREPAID

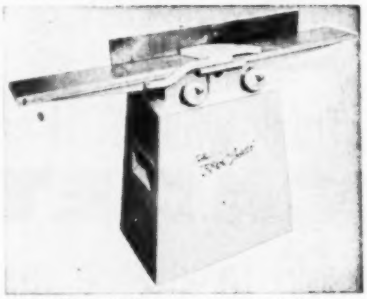
One Setting gives you the marking for both Plumb Cut and Mitre Cut

Blade gives marking for Plumb Cut of Common and Hip Rafter.

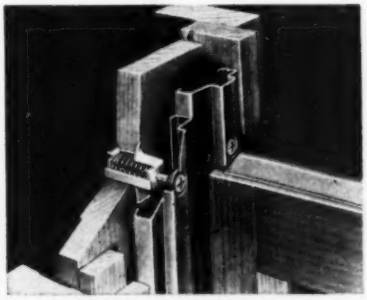
Bevel Bar automatically adjusts itself for all Mitre Cuts on Hip, Valley or Jack Rafters.

SHARP'S *Automatic* FRAMING SQUARE

....PRODUCTS EXHIBIT



AB14101—JOINTER—Heston and Anderson, Dept. AB, Fairfield, Iowa. This 6-inch jointer has a 60-inch over-all table with a fence 37 inches long and four inches high. Manufacturer has increased the size of the control knobs for easier setting of the machine. The cutting knife head is 2⅞ inches in diameter and operates at 6,000 r.p.m. or 18,000 cuts per minute. Bearings are heavy-duty type, dust-proofed and oil sealed. Rabetting capacity is ⅝-inch, rabetting arm support 8½ inches long.



AB14098—WINDOW UNIT—A. R. B. Window Sales Co., Dept. AB, 306 E. State Fair Ave., Detroit 3, Mich. Cut-away view of the patented "400" window unit shows metal sash guide and how metal unit containing the tension adjusting screw and spring is permanently fastened to the frame member. This window has three main features: quick removal from the frame, simple tension adjustment for easy operation, and built-in metal weatherstripping. These "400" metal units can be used with any type of wood window.

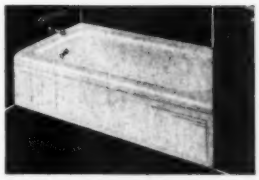
AB14362—FLOOR MAINTENANCE MACHINE—Holt Manufacturing Co., Dept. AB, 669 20th St., Oakland 12, Calif. Stowaway handle, toe latch release and fixed wheels are standard equipment on these units. Handle may be adjusted and tightened at any working position. Safety switch handgrip stops machine if operator releases hold; static eliminator wire and non-conducting grips prevent shock. Quiet running, double-gear reduction unit; repulsion induction motor grease sealed for life is approved by Underwriters' Laboratories.

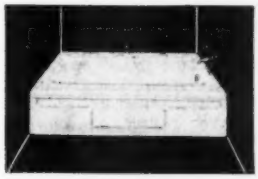
◆ ***USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237***

Bathtubs · Lavatories Sinks · Closets

FOR THE FINEST HOMES AND APARTMENTS

Whether your demand is for sanitary fixtures in glistening gleaming white or for units of matched color in pink, tan, blue, green or grey, you'll find your choice in AllianceWare—preferred by an ever-increasing number of progressive builders and plumbers from coast to coast.





BATHTUBS

5-foot recess tubs of porcelain-on-steel each with an integral wall guard flange on three sides that prevents water leaks between the tub and the wall.

Also a 42" "Junior" recess tub that has great advantages as a shower receptor.

All AllianceWare bathtubs are available in white and five colors.

LAVATORIES

Wall-hung *shelf back lavatory* of porcelain-on-steel with or without overflow.

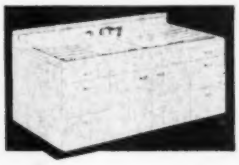
Flat rim lavatory with deep and generous bowl for tile or linoleum installations.

All AllianceWare lavatories are available in white and five colors.

CLOSETS

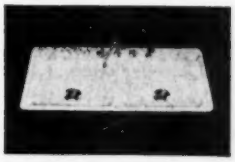
Close-coupled combinations—one a reverse trap, the other a wash down—the types most popular in today's construction. Each style assures positive, quick flushing.

Available in white and five colors.



DE LUXE SINKS

Porcelain-on-steel formed from 14 gauge. These sinks have double bowls or single bowls. Sliding drain boards are optional on some models. May be mounted on standard sink cabinets. Several models may be installed on legs without cabinet.



FLAT-RIM SINKS

Single bowl or double bowl, with and without faucet ledge. Also sink and tray combinations with and without faucet ledge. The design of these sinks permits a continuous tile or linoleum drainboard to run flush with the edges of the rims.

Write for the complete AllianceWare catalog of detailed specifications and installation diagrams.

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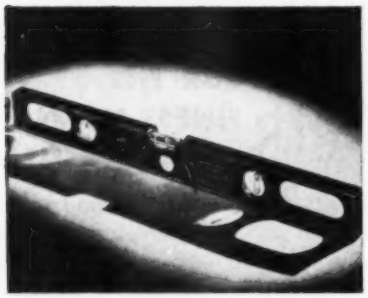
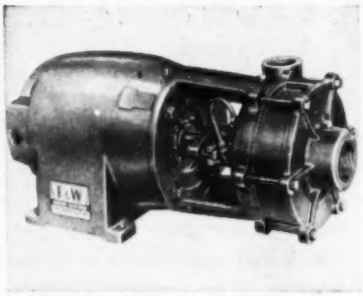
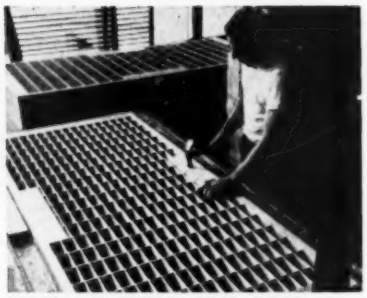


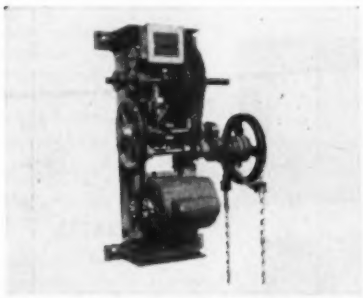
AB14369—SHATTERPROOF LEVEL—Creative Plastics Corp., Dept. AB, Stony Brook, N. Y. New 24-inch size has been added to company line; units have shatterproof plastic frames, half the weight of aluminum. The bubbles are magnified by their protective Lucite sheaths, making levels easier to read. Bubbles can be read from nearly every angle because of elimination of metal guards. Levels do not conduct electricity; they are non-corrosive; concrete will not adhere to frames; plastic frame will not scratch tile.



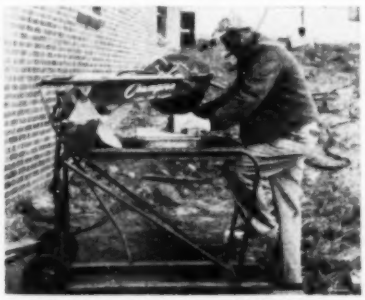
AB14032—CENTRIFUGAL PUMP—Flint & Walling Mfg. Co., Inc., Dept. AB, Kendallville, Ind. Pump is designed for irrigation, air conditioning and industrial purposes. Assembly and disassembly are convenient and simple. Each unit is factory tested for pressures and capacities. Pump and motor are integrally coupled and anchored on motor footing. Motors are horizontal, face-mount type. Pumps are available in 1/3 to 7½ h.p. ranges, capacities to 213 g.p.m. and pressures up to 80 pounds p.s.i.



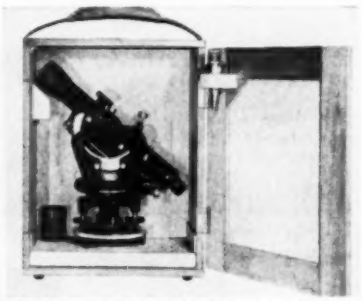
AB14366—HOLLOW CORE DOOR—Paine Lumber Co., Ltd., Dept. AB, Oshkosh, Wis. This "Rezo" flush door is a dimensionally stable unit, since its design allows rapid stabilization of moisture content throughout entire unit under all types of weather conditions. Combination of light weight and rigid strength gives door high resistance to abuse. Illustration shows how lock areas are formed by inserting softwood blocks. Doors are given coating of resin glue before veneers are applied.



AB14090—DOOR OPERATOR—Robot Appliances, Inc., Dept. AB, 13165 Prospect Ave., Dearborn, Mich. An electronically controlled operator for doors, gates, etc. It opens, closes and locks doors automatically, thus eliminating manual lifting, pushing and pulling. The door can be stopped at any point and started again in either direction. Units are available for operating high lift doors, sectional overhead doors, metal rolling doors, single side doors, fire doors, incinerator doors, grilles, awnings, folding partitions and other types.



AB14390—MASONRY SAW—Champion Manufacturing Co., Dept. AB, 2028 Washington St., St. Louis 3, Mo. New Model B masonry saw is shown cutting ceramic glazed tile. This unit is a wet or dry cutting machine, and can be used with either diamond or abrasive blades. Saw is of tubular construction to reduce weight, and provision is made to equip it with wheels for portability on the job. Saw has a 14 inch blade capacity and is equipped with standard 1½ h.p. motor. Unit has self-contained water system, pump.



AB14033—TRANSIT LEVEL—C. L. Berger & Sons, Inc., Dept. AB, 342 Madison Ave., New York 17, N. Y. Said to be especially suitable for builders' surveying jobs, this instrument is used for laying out building sites, marking batten boards, checking elevations for excavating and grading, setting lintels, aligning and plumbing walls and columns. Image seen through the 12-inch, 24-power telescope with coated optics is right side up. Telescope vial with 60-second sensitivity plus plate level vial assure accurate leveling.

AB14091 — WEATHERSTRIPPING — Schlegel Mfg. Co., Dept. AB, N. Goodman, Rochester 9, N. Y. Plastic and wool pile Adjusto-Seal weatherstripping can be bought in bulk or in packaged 17-ft. reels, enough for one ordinary window, screen, storm window or door. The contour-hugging wool pile is embedded in a durable, highly flexible plastic resin. The sealing action is accomplished in the same manner as the weatherproofing for automobile windows. Schlegel has been making automobile window weatherstripping for over 25 years.

AB14124—PACKAGED SANDSTONE—The Briar Hill Stone Co., Dept. AB, Glenmont, Ohio. More accurate calculation of stone needs and time saving in stone setting are said to result from use of new Briar Hill packaged sandstone veneer. Stone is precut and ready to set, and comes in heights of 2¼, 5 and 7¾ inches. Eight assortments are available, each containing stone to cover ten square feet of surface. Stone is grouped in pleasing quarry-run colors of buffs, tans, grays and browns. Typical application shown above.

AB14250—PICK-UP TRUCK—Dodge Division, Chrysler Corporation, Dept. AB, Detroit 31, Mich. New V-8 truck engines are among the seven power plants in new C-1 Series of "Job-Rated" trucks. Power steering, more compact tractors which permit larger payloads, improved steering linkage, wider front treads which increase maneuverability, new frames, increased driver visibility, lower loading height, better road stability are among more than 75 new features. Seven engine types range from 100 to 172 horsepower.

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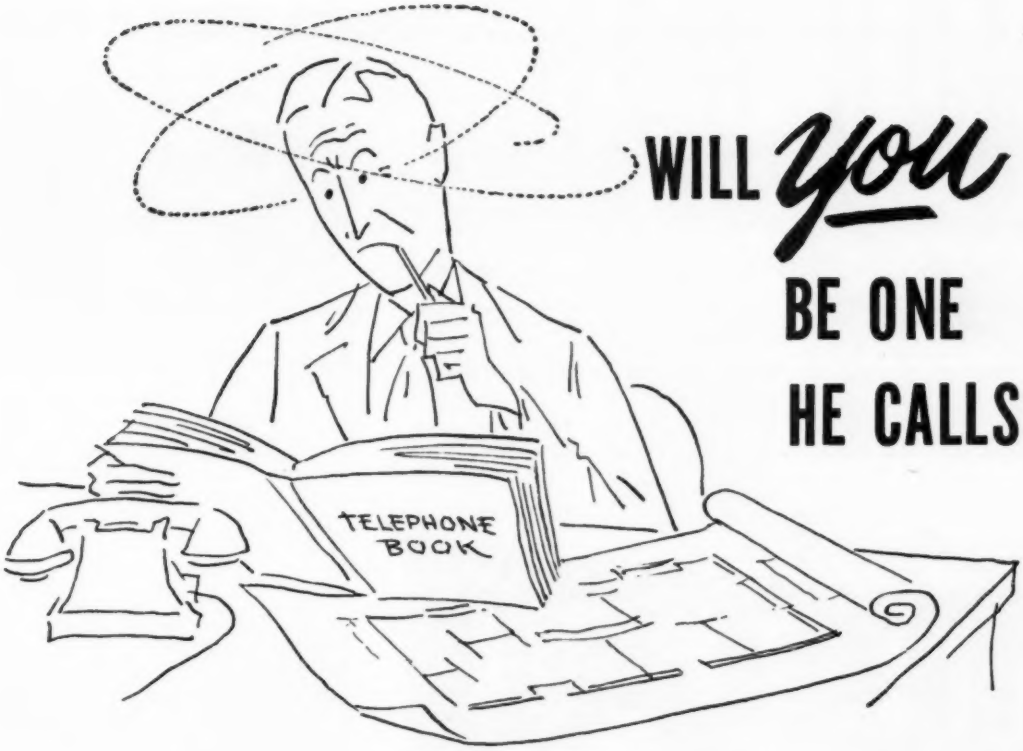

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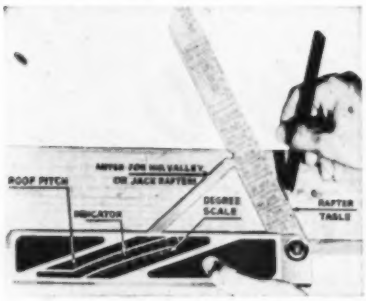

AB14119—ROOF FRAMING SQUARE— Sharp's Manufacturing Co., Dept. AB, Box 332, Salem, Ore. The roof framing square is a journeyman's tool that automatically solves roof framing problems and provides a pattern for making all cuts. The operator needs only to know the width of the building and the pitch of the roof. The all-metal tool has a jackknife blade with a rafter table on either side, enabling the user to determine rise per foot run and length of rafter. Raising the blade gives the pattern for plumb and miter cuts.

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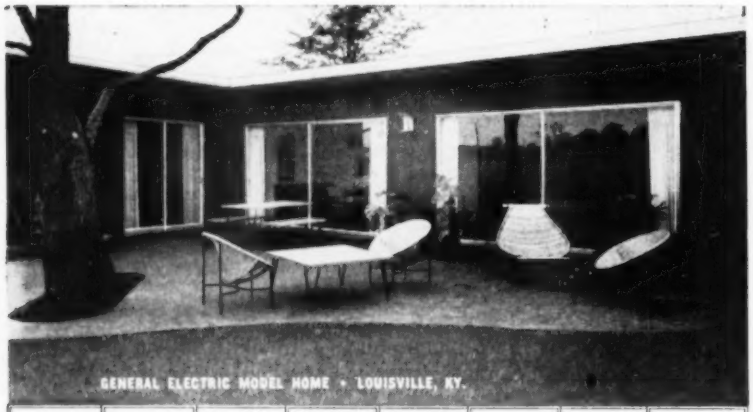

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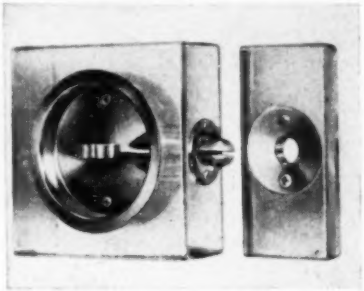
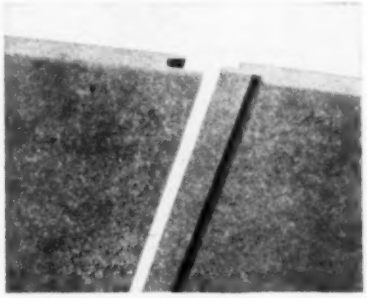


AB14302—SLIDING DOOR LOCK—Adams-Rite Manufacturing Co., Dept. AB, 540 W. Chevy Chase Drive, Glendale 4, Calif. The split ball-shaped bolt gives smooth snubbing latch action and serves as a convenient edge pull. The strike has been designed to accommodate pronounced misalignments of door and jamb. A thumb button in one of the escutcheons provides positive security. Installation of the new lock is extremely simple, requiring only standard 2⅛-inch diameter bore through stile.



AB14395—T&G PANEL—Forest Fiber Products Co., Dept. AB, Box 68-P, Forest Grove, Ore. New "Tee-N-Gee" hardboard panels, 16 inches wide, eight feet long, ¼-inch thick, are joined together with a ⅜-inch tongue and groove joint. Panels are applied by nailing or stapling to the ⅜-inch tongue which is covered over by the joining panel; since nails do not show, there are no nail holes to fill. Panels can be applied horizontally or vertically and may be curved to form rounded corners. Face is uniformly smooth.

AB14110—GAS BOILER—Roberts-Gordon Appliance Corp., Dept. AB, 44 Central Ave., Buffalo 6, N. Y. "Gordoneer" hot water, cast iron, wet base boilers have a self cleaning water tube. The wet base allows for installation direct on combustible flooring and permits all-on-one-floor piping systems to be used. The self cleaning feature of the gas fired boiler is cast into each section. Three sizes, 87,000, 115,000, and 150,000 Btu inputs per hour are available supplying 315, 460 and 600 square feet of standing radiation respectively. Units can also be supplied with various jackets.

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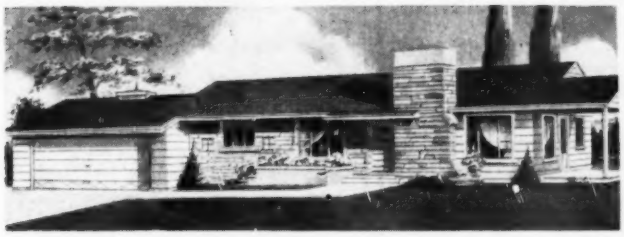

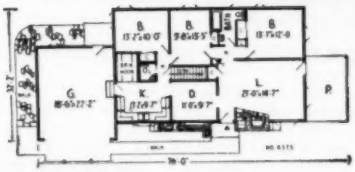

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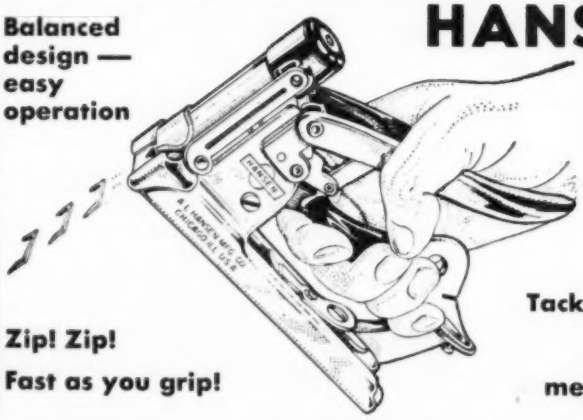

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AB14386—CONTOUR MOLDINGS—O. E. Stelzer, Dept. AB, P.O. Box 715, South Bend, Ind. These moldings are designed for various types of utility partitions, including toilet, bath and other interior installations. Settings are designed to accommodate translucent or opaque glass or fiberglass panels in a corrugated type pattern. Illustration shows standard sliding bath enclosure for five-foot tube, in combination with a fixed end panel, also of fiberglass, set in contour moldings.

AB14391—GAS WATER HEATER—Combustion Engineering, Inc., Dept. AB, 911 W. Main St., Chattanooga 1, Tenn. New 30-gallon Heatmaster table-top heater is provided with a special opening for installation of a temperature and pressure relief valve. Units are available in both 20 and 30 gallon capacities for natural, manufactured and LP gases. For high input, both units are rated at 25,000 Btu's per hour, with 21 gallon per hour recovery at a 100 degree temperature rise. Built for flush-to-wall installation.

AB14121—TOWEL RING—Hall-Mack Co., Dept. AB, 1344 W. Washington Blvd., Los Angeles 7, Calif. "Crystalcrome" bathroom fixtures are a combination of heavily chromium-plated metal and thick clear Lucite. The towel ring has a chromium-plated, heavy cast base with a stirrup-shaped ring in thick crystal Lucite. The accessory is highly decorative in any bathroom and lends itself to a wide variety of uses. Other fixtures include a towel bar with concealed rods that can be extended, concealed paper holder, etc.

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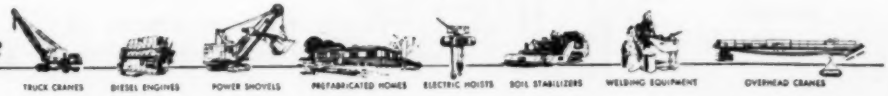

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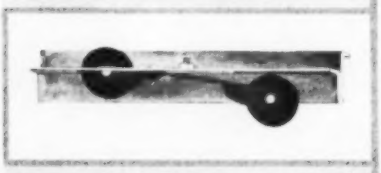
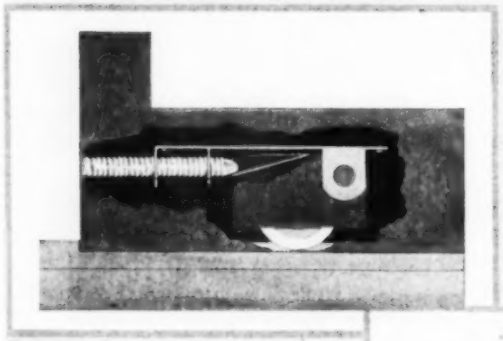
A simple screw turn either way at a point between two rollers, secures precise adjustment to eliminate all rattle and assure straight, accurate movement of Slide-View Units.

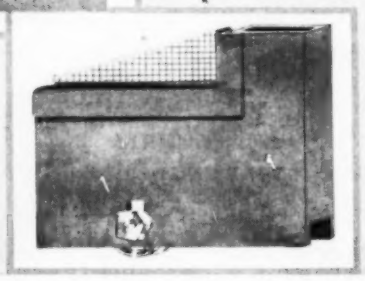


ADJUSTABLE SOLID BRONZE DEADLOCK
A 1/8" adjustment of the bolt is controlled by a screw located above. Safety release located below bolt must be depressed by jamb before bolt deadlocks. All outside and inside hardware on Slide-View Units is made of solid bronze.



ADJUSTABLE BOTTOM ROLLER
Simply insert a screwdriver into hole in back of interlocking stile and turn to right or left. That is all that's needed to place the sliding vent frame into proper square and plumb position with relation to Slide-View unit frame. Brass-tired, ball-bearing, adjustable sheaves roll on rust-proof stainless steel track.

ADJUSTABLE ROLLER FOR SLIDING SCREENS
To raise or lower screen, simply loosen nut, as shown, move roller up or down as needed, and tighten nut. In all positions, Slide-View screens are contained within the unit width dimensions, thus presenting a neat overall appearance.

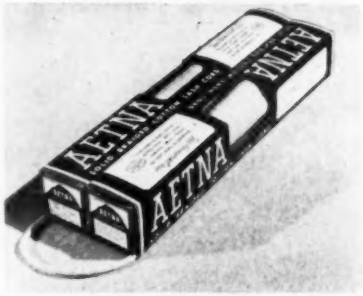


brings the outside inside

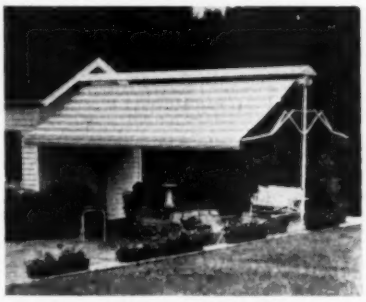
Slide-View STEEL DOOR AND WINDOW CO.
521 NORTH LA CIENEGA BOULEVARD, LOS ANGELES 48, CALIFORNIA

Look in the Yellow Pages for the name of your nearest Slide-View dealer, or write today for complete specifications and installation details.

....PRODUCTS EXHIBIT



AB14360—SASH CORD—Samson Cordage Works, Dept. AB, 89 Broad St., Boston 10, Mass. Durable, solid braided sash cords are provided in 100-foot lengths, in sizes 7 and 8. Attractive, new three-color carton encourages 200-foot sales and also permits easier 100-foot sales. Strength and extra long life are built into these cords; they will not ravel or kink and will tie easily, according to their manufacturer. Wide variety of uses includes tent ropes, flag halyards, for hanging windows, awning lines, etc.



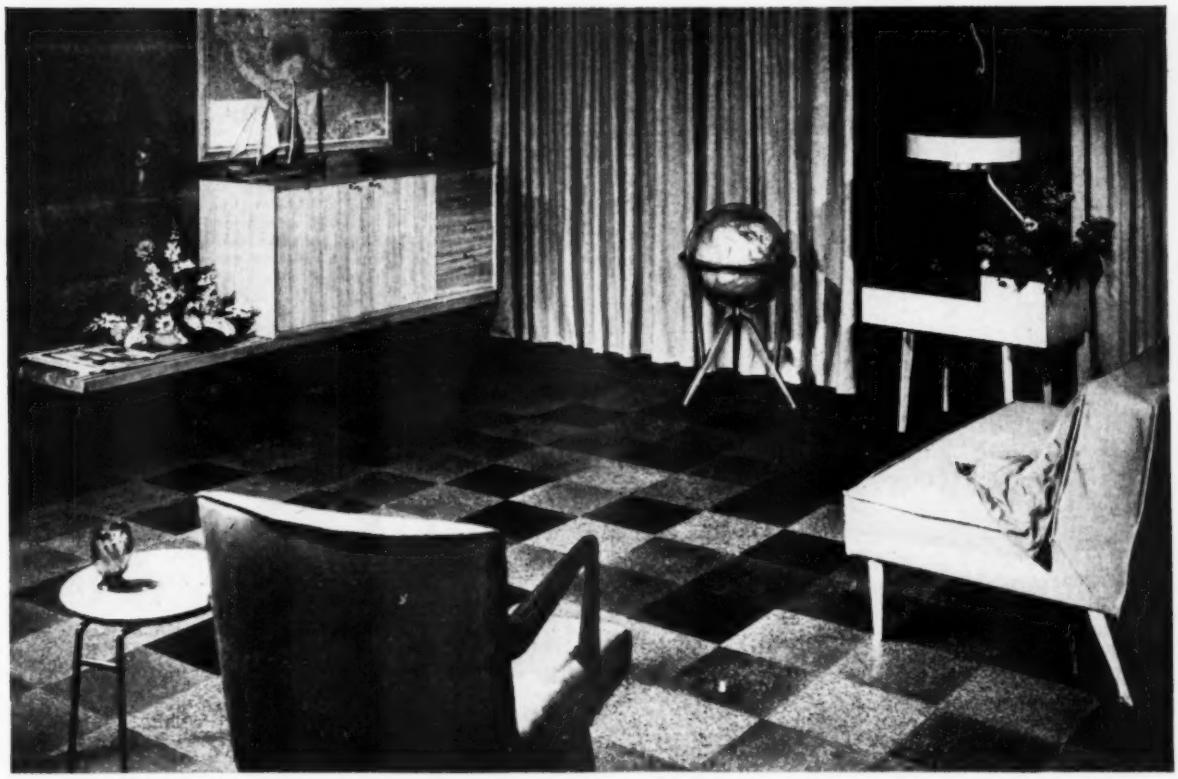
AB14401—ALUMINUM AWNING—Orchard Brothers Inc., Dept. AB, 63 Meadow Road, Rutherford, N. J. "Alumagrove" is a new application of the manufacturer's Alumaroll, the roll-up aluminum awning. This new type of terrace cover serves to protect a patio when there is insufficient room for installation on the side of a house or when patio is not near a building. In the illustration, the hood measures 17 feet, six inches, and is all-aluminum with steel angle folded into hood sides to eliminate sagging.

AB14310—TRANSIT LEVEL—Warren-Knight Co., Dept. AB, 136 North 12th St., Philadelphia 7, Pa. This is an instrument that can be used for levels, lines and grades without removing the telescope from standards. The telescope has a range of 105 degrees above and below the horizontal and can be locked in any position. The plate level permits checking to determine if the instrument level has been disturbed. The lenses permit a sharp focus as close as four feet from the center. The horizontal limb has a vernier reading to one minute.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

Kencork helps sell homes faster

YET COSTS NO MORE*



Kencork is nature's most adaptable flooring for any size home

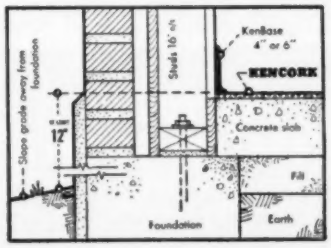
Home buyers know all about Kencork...want it because they've seen it and read about it month after month in their favorite magazines...in colorful advertisements as well as impartial news stories. That's why it's smart selling to remind *every* prospect about the exclusive advantages of Kencork Floors and Walls. Explain that the preferred random tones are perfect with any color scheme, period plan or decor. Yes, Kencork in one or more rooms takes your houses out of the ordinary class with conventional floors and makes them easier to sell.

KENCORK
FLOORS
WALLS

*KENCORK COSTS NO MORE THAN HARDWOOD WHEN INSTALLED OVER CONCRETE!

Install Kencork over any interior surface... even over concrete in contact with the earth where drainage is away from installation and sub-floor is 12" above grade.

Kencork installed prices are surprisingly low. Your Kentile Flooring Contractor will gladly furnish you with an estimate...he is listed under FLOORS in your Classified Phone Directory.



KENTILE, INC., 58 Second Avenue, Brooklyn 15, New York • 350 Fifth Avenue, New York 1, New York • 705 Architects Building, 17th and Sansom Streets, Philadelphia 3, Pennsylvania • 1211 NBC Building, Cleveland 14, Ohio • 900 Peachtree Street N.E., Atlanta 5, Georgia • 2020 Walnut Street, Kansas City 8, Mo. • 4532 So. Kolin Ave., Chicago 32, Ill. • 4501 Santa Fe Ave., Los Angeles 58, Calif.

AIR-VUE aluminum AWNING WINDOWS

power turn OPERATOR

HAS ONLY THREE MOVING PARTS

WORKS ON THE AUTOMOBILE JACK PRINCIPLE

1 EVEN DISTRIBUTION OF POWER Same pressure flow throughout entire closing and opening cycle. This constant pressure gives smooth powerful and effortless window operation.

2 WORM SCREW is made of cadmium-plated steel. Flat Acme thread is tightly rolled on solid rod under tremendous pressure. Result: super-hard, highly-glazed surface for smooth, friction-free operation.

Fully Guaranteed • Patent Pending

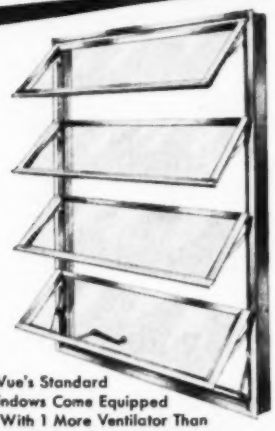
3 DIE-CAST, HEAVY ALUMINUM HOUSING

4 OPERATOR NUT is made of cadmium-plated, hardened steel.

5 MITRE GEARS generated with precision, made of cadmium-plated hardened steel are precision cut from top to bottom of teeth and specially designed so that gears will mate together perfectly throughout the revolution.

6 HEXAGONAL OPERATOR SHAFT of cadmium-plated steel.

7 GEAR PINS of hardened steel, cadmium-plated.



Air-Vue's Standard Windows Come Equipped With 1 More Ventilator Than Those of Most Manufacturers

- COMPLETELY WEATHERSTRIPPED
- SHIPPED COMPLETE WITH OPERATOR BUILT IN
- HEAVY-GAUGE EXTRUDED ALUMINUM CONSTRUCTION

R. B. Leonard, inc.

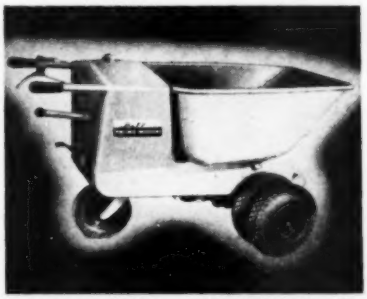
5775 N.W. 35th COURT • MIAMI, FLORIDA

R. B. Leonard, Inc.— Dept. AB-1
5775 N.W. 35th Court, Miami, Florida
Gentlemen: Please give me full facts about the Air-Vue Aluminum Awning Window.
Check one: Builder ☐ Dealer ☐
NAME .....
ADDRESS .....
CITY..... ZONE ..... STATE .....
PHONE .....

EXCLUSIVE TERRITORIES OPEN

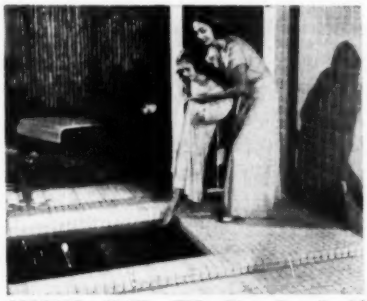
Write, wire or phone Dept. AB-1 R. B. Leonard, Inc., for full details

....PRODUCTS EXHIBIT



AB14365—POWER WHEELBARROW—The Prime-Mover Co., Dept. AB, Muscatine, Iowa. These units have greatest use in the field of bulk materials handling and are particularly useful in building and construction operations. Unit has a turning radius of 33 inches, and can turn completely around in its own length. Its 31½-inch width permits access through confined aisles and narrow doorways. It travels under power with a 1,500 pound load; power is 5 h.p., 4-cycle, air-cooled gasoline engine.

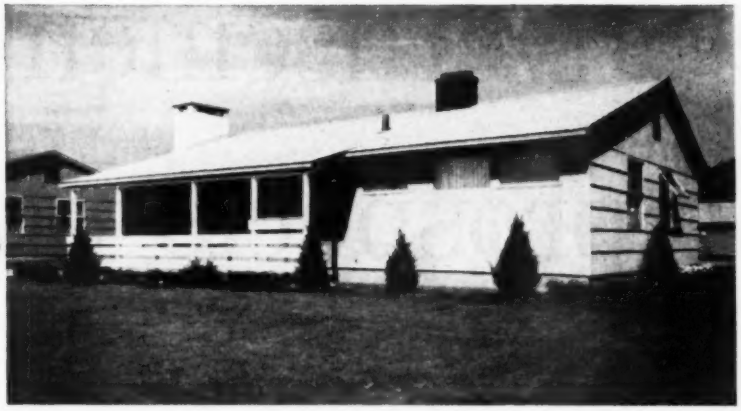
AB14377—SLIDE-RULE PENCIL—Device Development Co., Dept. AB, 226 W. 4th St., New York 14, N. Y. This pocket device offers ten functions which combine in the one instrument a collapsible measuring scale, a fine print magnifier, depth gauge, detachable ruling edge, concealed eraser and spare lead, a plain and enlarging cursor for the slide rule's nine scales and a functional, optical pocket clip. The pencil writes in two colors. Slide rule calibrations are stated to be dependable; scales marked by embossing.



AB14245—CLAY TILE—Tile Council of America, Dept. AB, 10 E. 40th St., New York 16, N. Y. A new application for clay tile is shown in the above illustration. A clay tile bath-lounge and small enclosed garden are features of this contemporary bathroom designed by Edward D. Stone for the Tile Council of America. Floor of the room and the sunken bath are waterproof unglazed clay tile, and the wall consists of a glazed type. High woven wood fence assures privacy in the garden for bathers who wish to lounge.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

Place Homes Score Remarkable Sales Record With KITCHEN MAID KITCHENS



A typical Place Home, pre-cut and distributed to dealers, builders and contractors within a 300-mile radius of South Bend, Indiana. Place Homes switched to Kitchen Maid Kitchens in 1949, have sold nearly 2600 Kitchen Maid-equipped units since, ranging from $10,000 to $35,000. Company officials attribute much of their sales success in the highly competitive new home market to unique kitchen features.

Spur Buyer Interest In Pre-Cut Homes

South Bend, Indiana (Special)—Kitchen Maid Kitchens were credited today by officials of Place Homes, builder and distributor of a nationally-famous line of pre-cut homes, for much of the outstanding consumer acceptance the firm has experienced in the past four years.

Virgil A. Place, president of the building company, stated that in the highly-competitive new home market, Kitchen Maid Kitchens have given Place Homes a distinctive edge that has resulted in an extraordinarily high ratio of prospect-to-buyer conversions.

Kitchen Maid Differences Cited

Such features as Kitchen Maid's exclusive Flo-Line Styling, hardwood construction, quiet, aluminum drawers, built-in cooking units and non-warping doors were cited among the reasons behind the strong consumer trend toward Place Homes.

Kitchen Maid Kitchens were first incorporated in Place Homes in 1949. Since then, they have been an integral part of nearly 2,600 Place units, ranging in price from $10,000 to $35,000, and sold in South Bend and the midwest directly and through builder-contractor-dealer outlets.

Kitchen Maid Brings Added Traffic To Place Retail Store

Another phase of the Place operation that has profited substantially from association with Kitchen Maid Kitchens is Bimsco Inc., retail building supply and lumber outlet, and a Kitchen Maid dealer.

"We selected Kitchen Maid above all other lines," stated Robert Place, Bimsco manager, "because it offers important differences found in none of the others . . . features and work-saving accessories that exert proved buy-appeal. Proof that our decision has been justified is the fact that Bimsco today enjoys a major share of the complete kitchen and component sales made to home owners and builders in the South Bend area." Place stated that the Kitchen Maid display is a consistent traffic-builder for the store, appealing to home owners and prospective owners in a wide range of income brackets.

The Kitchen Maid corner at Bimsco, Inc., Place retail building supply store. Display of model kitchen, with point-of-sale promotion, has been a focal point in the store. Bimsco reports that Kitchen Maid dealership gives them major share of the complete kitchen and components market in the rich South Bend area.

Says
V. A. PLACE
President
Place Homes

"Kitchen Maid Kitchens have been a vital factor in our continuing growth and success. We find that Kitchen Maid keeps in step with the times. As a result, prospects visiting a Place Home find in the kitchen everything they expect and deserve for modern living in its fullest sense. I believe that our sales results testify to the importance of this fact."

To learn how you, too, can profit from a Kitchen Maid Franchise, mail this coupon today to

KITCHEN MAID
FIRST AND BEST IN
KITCHENS

Kitchen Maid Corp., 541 Snowden Street, Andrews, Indiana

Please send facts. I am an ☐ Architect ☐ Builder ☐ Dealer.

Name _____

Address _____

City _____ State _____

Visit the Kitchen Maid Display at the NAHB Show, Booths 223-224, AGA Combined Exhibit, Conrad Hilton Hotel.

Coming February 13th . . .

5-page advertisement sells your prospects on

Features latest "light for living" ideas used by 4 of America's leading decorators

- *Melanie Kahane*
- *William Pahlmann*
- *Bertha Schaefer*
- *C. Eugene Stephenson*

in SATEVEPOST Light Conditioning

NEXT FEBRUARY, more than 4½ million families will be exposed to one of the most powerful and compelling advertisements ever to back you and other builders throughout the country.

It's a 5-page section, 4 pages in full-color, in the SATURDAY EVENING POST. It sells prospective home buyers on proper lighting, shows how it brings greater comfort and home beauty.

And we mean "sell". The ad has all the authority of decorators Melanie Kahane, Bertha Schaefer, C. Eugene Stephenson and William Pahlmann behind it.

They've each designed a complete room especially for this advertisement . . . living room, bedroom, bath and kitchen, all light conditioned. The rooms demonstrate impressively that light conditioning is an essential part of today's home design.

Light conditioning is one of the most effective and least expensive features you can add to your homes. And of all features, it's probably tops in influencing prospects favorably. It not only is a powerful sales point in itself but acts as a display case for all the other features you build into your rooms.

Now, with this powerful General Electric advertisement, light conditioning becomes even more valuable to you.

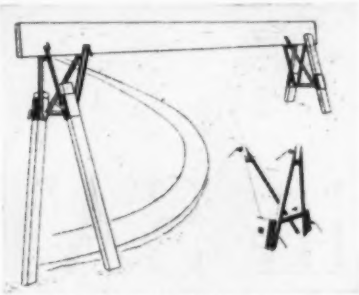
BE SURE YOU TAKE FULL ADVANTAGE of the sales potential in light conditioning. Talk to your local electric service company. They'll gladly give you complete information and full cooperation in building light conditioning into your houses. Or write to General Electric, Department 166-AB-1, Nela Park, Cleveland 12, Ohio.

You can put your confidence in —

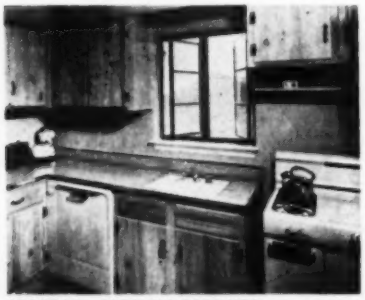
GENERAL ELECTRIC

AB14179—HOME INCINERATOR—Calcinator Corp., Dept. AB, 28th and Water Sts., Bay City, Mich. The 1954 gas and electric Calcinators are UL and AGA approved and carry a 5-year warranty. The electric model, using 600 watts during a 24-hour period, is said to be the only all-electric home-type incinerator. Normal input for the gas model is continuous at 1,700 Btu's. A selector control increases input to 3,000 Btu's when fast burning is required. Both models operate for a few cents a week.

AB14079—TRACTOR—Ford Motor Co., Tractor Division, Dept. AB, 2500 E. Maple Rd., Birmingham, Mich. The new Golden Jubilee Model Ford Tractor, first introduced in 1953, is shown at work with the Dearborn industrial loader and the Danuser all-purpose blade. A front-mounted loader and rear tools can be operated by the same touch-control lever, practically at the same time. Engine mounted hydraulic pump delivers oil whenever engine is running, without time lag.



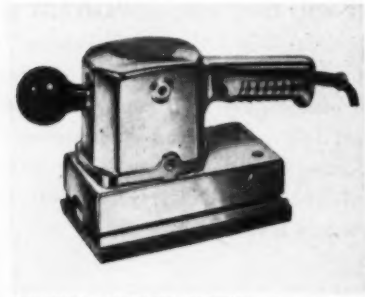
AB14178—SCAFFOLD JACK—Superior Scaffold Co., Dept. AB, 5642 Bankfield Ave., Culver City, Calif. The Superior Jiffy Jack makes a light-weight trestle which is easily adjusted to any height from two to 12 feet. Each leg of the Jiffy Jack has an adjustment area of two feet and is thus individually adjustable to provide level scaffolding over uneven ground. Legs can be cut to the approximate height, then slid up or down and secured at the exact required height. No nails are required.



AB14364—KITCHEN CABINETS—Boro Wood Products Co., Inc., Dept. AB, Bennettsville, S. C. These custom-built units are constructed with pine faces, pine veneered ends and pine shelving; they have Masonite backs, bottoms and drawer bottoms. The doors are made of knotty pine veneer on ¾-inch fir plywood. Hardware consists of black pulls and hinges on knotty pine cabinets (chrome hardware is used on birch and maple units). All units are given two coats of clear synthetic lacquer. Also available in several colors.

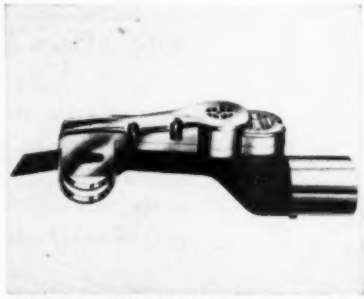
AB14200—POWER WOOD BIT—Dura-Bilt Tool Co., Inc., Dept. AB, 3 Union St., Natick, Mass. Latest improvement is a new flatted shank which gives the user of this power bit even greater gripping power. Shank is flatted on three sides without altering the diameter of the bit. Boring is clean and smooth without clogging, and the unique spur and point permit boring at acute angles without creep or wobble. Dura-Bilt fits all electric hand drills and drill presses, with cutting heads in 17 sizes, from ¼ up to 2 inches.

AB14240—SEWER PIPE—Brown Co., Dept. AB, 150 Causeway St., Boston 14, Mass. "Bermico" sewer pipe is made from tough wood fiber uniformly impregnated with pitch. All standard eight-foot lengths are root- and corrosion-proof, lightweight, easy to handle and assemble and built to last a lifetime. A precision-milled coupling is furnished with each length to insure a tight, accurate fit. Several types of adapters, sleeves, couplings and reducers are also furnished as optional equipment, as well as perforated pipe.



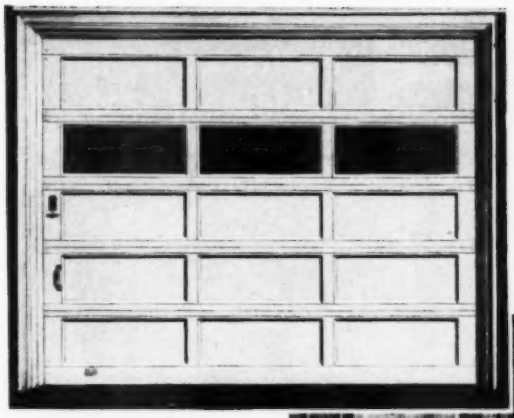
AB14105—ROTARY SANDER—Dremel Manufacturing Co., Dept. AB, Racine, Wis. This straight-line reciprocating action sander, Model 53, is powered by a rotary motor. It will not gouge, leave lap marks, cut orbital swirls, or create other hard-to-cover sanding patterns. The sandpaper holder assembly detaches from the machine at the flick of a finger. An extra paper holder is furnished so grits can be switched without paper change. The unit weighs 5¼ lbs., uses standard 3 2/3x9-inch abrasive sheets.

AB14077—REDWOOD PANELING—California Redwood Association, Dept. AB, 576 Sacramento St., San Francisco 11, Calif. With the trend toward emphasizing the beauty of building materials in their natural state, architects and builders are turning to wood paneling. One of the most striking of native woods, with natural finish, is A-Grade Redwood. Containing both the cream-colored sapwood and reddish brown heartwood colors, these panels may be laid up at random or matched to produce special effects.



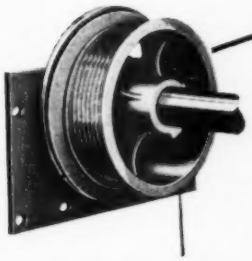
AB14239—KEYHOLE SAW—R. C. S. Tool Sales Corp., Dept. AB, Joliet, Ill. Design changes which have improved the performance of the Model T Super Saw include a one-piece, heat-treated, alloy steel piston with separate clamping jaw, hardened drive gears, one-piece connecting rod with 30 per cent more bearing area. Unit is now sealed against grease leakage. Redesigned shank of saw blades insures against slippage. Saw needs no starting hole, thus speeds up all types of on-the-job sawing. Unit has built-in blower.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 237*

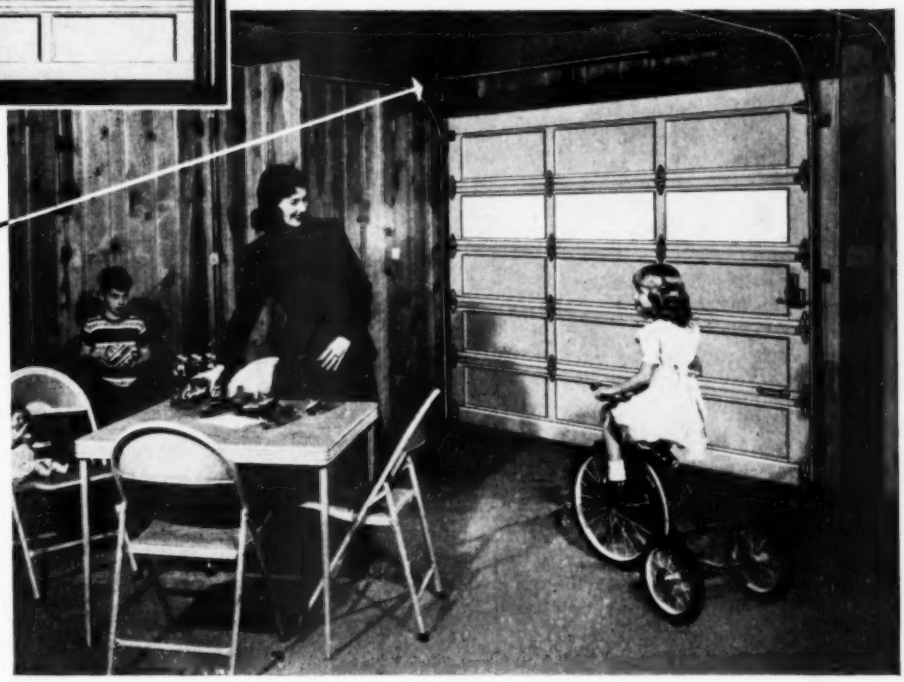


STANDARD SIZE
9 ft. wide x 6 ft. 8 in. high

The **Perfect Door** *for that* "Extra Room"



NEW TAPERED DRUM INSURES PERFECT BALANCE IN ANY POSITION!
This drum does for your garage door what power steering does for your car.



©1954 O.D.C.

A well-planned garage can sell the house! Garage space is all-purpose space, invaluable to the small-home buyer:

- Extra Storage
- Handyman's Workroom
- Recreation Area
- Indoor Picnic Ground
- Car Protection
- Home Freezer Space

Electric Operation • Electronically Controlled From Your Car

See it at the N. A. H. B. show • space 14

Strongly Built! With sixteen hinges and four corner supports, it *floats* on *twenty* points of strength.

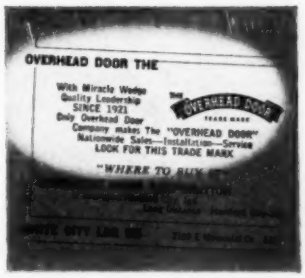
Weathertight! MIRACLE WEDGE* weathertight closure conserves heat, keeps out rain, snow, wind and ice.

Beautiful! Stock or special designs blend with any style of construction.

Easy to Open and Close! Because of strong construction, perfect balance and expert installation.

*TRADE MARK

NATION-WIDE Sales Installation Service
Look for this trade mark in your telephone directory.



THE "OVERHEAD DOOR" TRADE MARK

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

OVERHEAD DOOR CORPORATION, Hartford City, Ind.
Manufacturing Division

HILLSIDE, N. J. CORTLAND, N. Y. DALLAS, TEX.
NASHUA, N. H. LEWISTOWN, PA. OKLAHOMA CITY, OKLA.
PORTLAND, ORE. GLENDALE, CAL.

Built to benefit today's builder . . .

NORDAHL

Wardrobe Hardware

Gives Years of Trouble-Free Service

★ Quick labor-saving installation.

★ Quality construction and materials insure perfect performance.

★ No call-backs necessary after installation.

★ Proven overhead suspension principle—door cannot jump track.

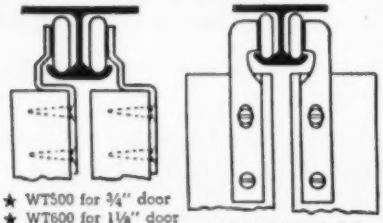
Increases Home Comfort and Sales Value

★ Convenient—clothes instantly available.

★ Saves space wasted by swinging doors.

★ Quiet finger-tip sliding action—nylon ball-bearing rollers on aluminum overhead track.

Fits Any Thickness of Panel or Plywood Door



★ WT500 for ¾" door
★ WT600 for 1⅛" door
★ WT700 for 1⅜" door

Packaged and Sealed in Colorful Cardboard Tube

★ Conveniently packaged for 4, 5, 6, 7 or 8 ft. installations.

★ Lineal track available in lengths up to 18 ft.

★ Each packaged set holds track, hangers, guides, screws.

Also, specify and use Nordahl Sliding Door Frames

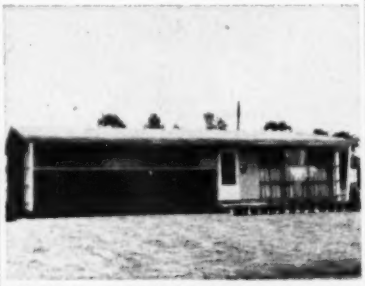
See our booth No. 240 and 241 at the 1954 NAHB Show.

NORDAHL

174 WEST ALAMEDA AVE., BURBANK, CALIF.

....PRODUCTS EXHIBIT

AB14076—GARAGE DOOR—Calder Manufacturing Co., Dept. AB, 630 N. Prince St., Lancaster, Pa. Dimensions of the newest design are 15x7x1⅜. Glazed on the job in a design according to the wishes of the buyer, the door is equipped throughout with exterior grade AA waterproof plywood. Easy-to-adjust springs and pressure-packed life-time grease in the sheaves are features. All metal work on the outside of the door is aluminum or brass. Rollers, bearings, cables, hinges and fittings are of ⅛-inch steel.



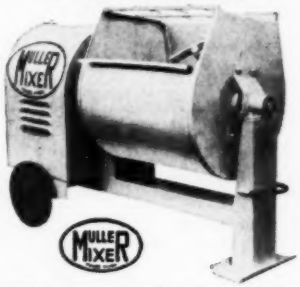
AB14094—CONTEMPORARY HOME—Thyer Mfg. Corp., Dept. AB, 2857 Wayne St., Toledo 9, Ohio. This well-known prefabricated house manufacturer (Pollman Homes) is adding contemporary design to its 1954 line, shown here. Walls will be of conventional construction, using double course wood shingles as the exterior finish. Windows will be the Fabrow vent unit. Roof construction is conventional, on a 2:12 pitch, and the ceiling follows this pitch. Floor area is 1,056 square feet plus 40 square feet for storage. Bathroom includes laundry.

AB14242—DISAPPEARING STAIR—Craig Wood Products Co., Dept. AB, Brennan Road, Columbus, Ga. The "Fold-A-Stair" can be installed in a 26x54 inch ceiling opening of a house and can be pulled down for use when needed and pushed up out of the way when not in use. The device's patented lifting and lowering mechanism makes the stairway's use effortless and safe. A single, connected unit, it folds on itself, making installation possible even in limited space locations. Unit is designed for homes needing added storage space.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

Plaster and mortar at *lowest cost*

with this new half-bag mixer at $180 FOB Factory!



The new 2 cubic foot Muller Mixer easily holds a half-bag mixture of plaster or mortar. This is a sturdy, hardworking machine with the same excellent mixing quality as the well-known Muller larger mixers. Like them, too, it has the guaranteed "life time" paddle shaft seal.

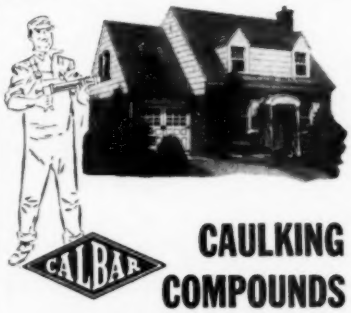
Also available in 3½, 6, 6 to 8 and 9 cubic foot sizes (information on request).

Write or phone today for prices and literature.

MULLER MACHINERY COMPANY, Inc.

Metuchen 4, N.J. Cable Address MULMIX

26 COLORS



CALBAR

CAULKING COMPOUNDS

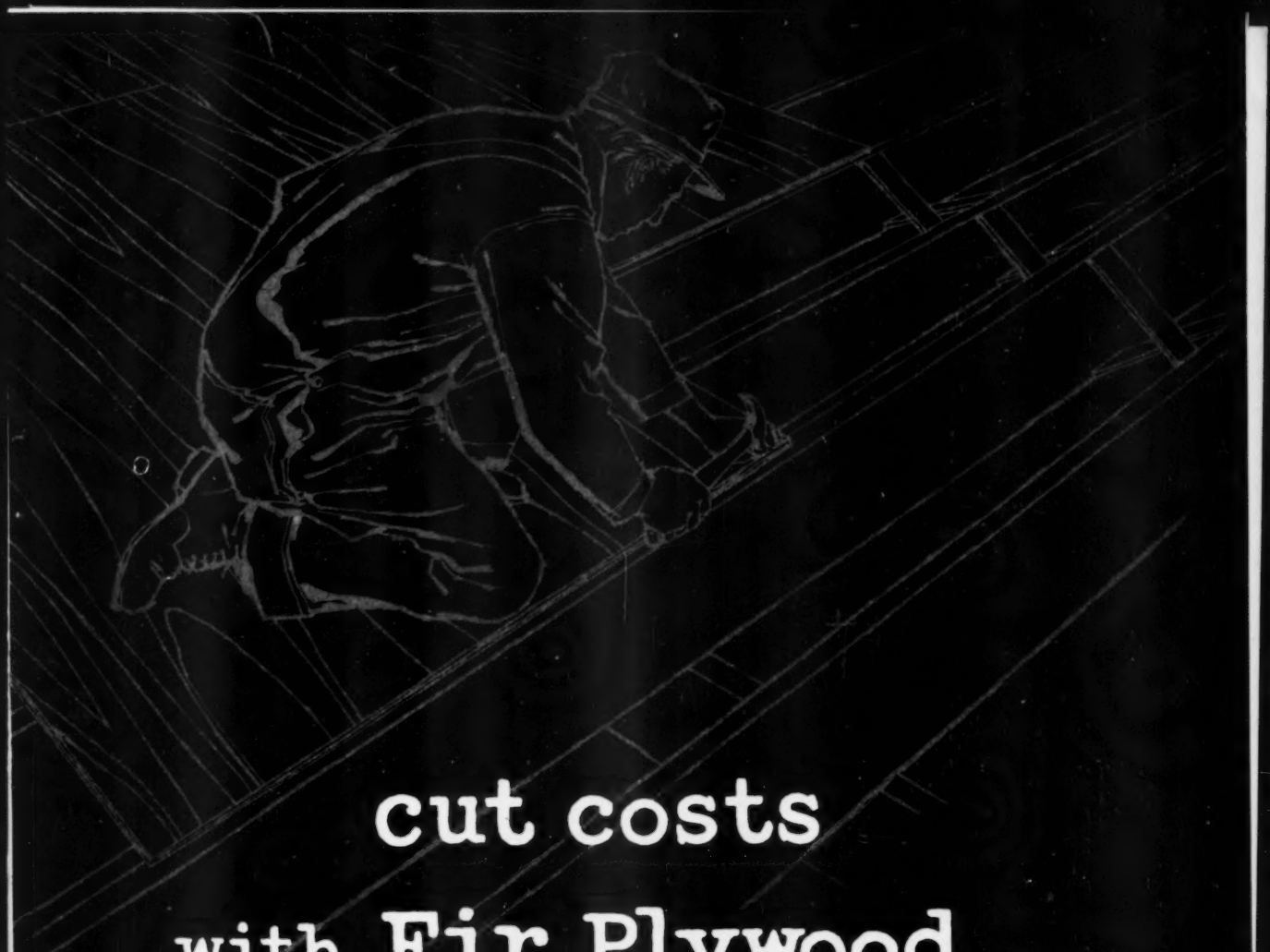
match every building material!

With brick, stucco, asbestos-cement siding, shingles, metal or wood . . there's a CALBAR color to match or harmonize perfectly! Non-staining, non-hardening CALBAR Caulk complies with Federal and ACPA specifications. Write for details.

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha Street
Philadelphia 25, Penna.



cut costs with Fir Plywood

EXAMPLE: Dawn Construction Co., Knoxville, Tenn. saves from $120 to $200 per home, using fir plywood for wall and roof sheathing, subflooring, paneling, built-ins and exterior trim.

REASON: time and labor savings more than offset slight extra initial fir plywood cost, result in *lower in-place* cost.

PLUS FACTOR: superiority of fir plywood construction offers convincing sales-story to prospective buyers.

ON YOUR NEXT JOB, figure it *both* ways—fir plywood vs. lumber or other material. Add up the costs—material, labor, waste, nails and overhead. See how fir plywood gives you a clear cut advantage when it comes to cost-in-place as well as performance and durability.

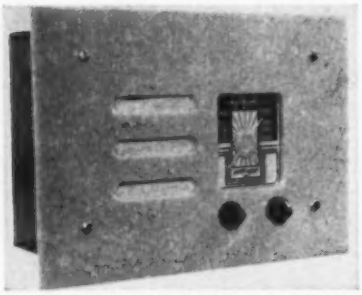
EXT-DFPA®

PlyScord PlyPanel

Your reputation's on the line with every home you build. Play it safe. Specify only DFPA grade-trademarked fir plywood. "EXT-DFPA" for outdoor use, PlyPanel for interior finish, PlyScord for structural use. Other grades for other jobs.

® Douglas Fir Plywood Association, Tacoma 2, Washington

AND REMEMBER—
FIR PLYWOOD BUILT-INS ARE A DEFINITE SALES-FEATURE IN ANY HOME YOU BUILD



AB14029—WALL RADIO—Flush Wall Radio Co., Dept. AB, 1012 Cleveland St., Clearwater, Fla. Five-tube a.c.-d.c. superheterodyne flush wall radio with adjustable slotted hinges attached is furnished with a 20-foot antenna wire. Radio is approved by Underwriters Laboratories for "built-in" installation. Panels are in plastic and Masonite; plastic panels are available in four colors. Panel size is approximately 7 7/8x11½ inches. Wall becomes part of speaker-baffle, improving tone.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION PAGE 237*

AB14399—LAMINATE ADHESIVE—Midcontinent Adhesive Co., Dept. AB, Grove City, Ohio. Roltite and Tapon cements permit permanent bonding of laminates without sustained pressure. These new adhesives eliminate the need for clamps and presses when applying laminates to almost any porous or non-porous surface. Roltite is used for flat surfaces, Tapon for veneering edges which formerly required a metal facing. Only a few tools, plus applicator furnished are needed to complete installation.

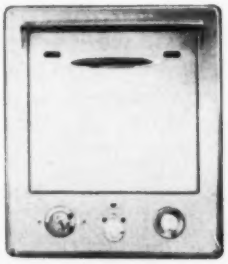
L.A. BUILDER BOOSTS SALES WITH THERMADOR BILT-INS

3-375

Selling 4,000 houses has convinced builder Henry Cox that kitchens are a key-point in house sales. Mr. Cox (left) arranges with Thermador Sales Manager, Frank Ballman, to equip his new homes with Thermador Bilt-in Ranges.

Innovations in multiple house building—angular arrangement of rooms, elimination of most full height walls, and work-saving electric kitchens with Thermador—make Henry C. Cox a leading Southern California builder.

Kitchens receive his special attention as they are the work centers of most homes. Mr. Cox says that when women inspect a new house "kitchens are the first thing they look at." Thermador—the original bilt-in range—permits unusual flexibility of arrangement: saves steps and bending over, allows additional storage space, and fits into any kitchen decor more beautifully.



Bilt-in Oven — Stainless steel Thermador ovens are installed at work height to eliminate stooping or low-level lifting. Thermador Bilt-in Ovens are completely automatic and fully insulated for safety and economical use of power.

Bilt-in Cooking Top — Stainless steel cooking tops are built into a peninsular counter, conveniently accessible to both the kitchen and dining areas. This arrangement also allows more counter-area work space.

For literature write:

THERMADOR ELECTRICAL MANUFACTURING CO.
5119 District Boulevard
Los Angeles 22, California

AB14230—STEEL PARTITION—Inland Steel Products Co., Dept. AB, 4157 W. Burnham St., Milwaukee 1, Wis. Studless solid partition is a steel-reinforced vertical slab of plaster two inches thick. Milcor ⅜-inch metal lath, with its long dimension vertical, is fastened at ceiling and floor, reinforcing the partition while also acting as plaster base. Maintenance costs are low, since studless partition resists structural stresses and is highly crack resistant. Fire safety, sound resistance and light weight are other characteristics.

AB14314—DOOR CHIME—Auth Electric Co., Dept. AB, Long Island City 1, N. Y. A non-electric door chime for homes and apartments is actuated by a mechanical push button, with a one-way mirror peephole which permits observing the person calling without being seen. The metal escutcheon plate contains the push button and mirror and mounts on the outside of the door. The chime unit mounts directly behind it on the inside of the door and connects to button. Pressing the button sounds two notes. All screws are concealed. Fits any door thickness.

for '54 a never-before design!

BEST Styline HOME

Never before in the prefabricated home field could you offer so much! Here's a home with looks, styling, features that put it way ahead of contemporary models . . . *but not ahead of consumer demand.* This is the casual, informal home they've been clamoring for! *How many can you sell?*

Out-of-this-world STYLING . . .
Imagine three different roof styles to choose from — all with deep overhang! Exterior shown is of attractive redwood vertical siding with aluminum horizontal sliding windows. Large combined living-dining area has brick fireplace with built-up hearth, redwood paneling, built-in bookshelves, pass-thru window to kitchen. Youngstown Kitchen provides for built-in Thermador oven. These are but a few of its revolutionary innovations!

Down-to-earth CONSTRUCTION . . .
Ceiling, roof and walls are panelized at the BEST factory for faster on-site erection . . . yet every part is built on the sound principles of conventional construction. For example, exterior walls have 2" x 4" studs, 16" O.C. with plywood sheathing.

2 or 3 bedrooms and attached garage

ROBERT B. ARMSTRONG
DESIGNER

See it at the HOME SHOW

Models of the new '54 BEST Styline Homes will be on display at the NAHB HOME SHOW at the Hotel Sherman in Chicago.

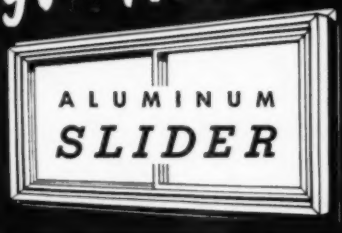
W. G. BEST FACTORY-BUILT HOMES, INC. BEST homes **Plant and General Offices, EFFINGHAM, ILL.**

Revolutionary! New!

featured in the

PER-FIT®

LINE FOR 1954



"JOB-CONDITION" SLIDER WINDOW—New, complete package—designed for **fool-proof** on-the-job adjustment. Fits any through-wall thickness from 4⅜" to 5⅜". Installs in rough opening by simply nailing through flashing fins, which are concealed by integral exterior finish. We challenge any other slider window on the market to match our features!

MR. BUILDER: Here's real profit opportunity for you! A revolutionary new type fool-proof slider window has been added to the already famous line of PER-FIT and BEST-VENT aluminum double hungs.

This new slider window—the "JOB-CONDITION SLIDER" was developed after intensive job investigation and laboratory research to meet an unfilled demand for a *fool-proof* horizontal slider window easily adjustable to all job requirements—one package to fit all through-wall thicknesses from 4⅜" to 5⅜"!

These four great windows . . . "the PER-FIT line" . . . offer you your best opportunity to satisfy the growing demand for modern aluminum windows.

PER-FIT—The aluminum window with **custom** features—at mass-production prices. Every feature of this solid, rigid window spells **quality** . . . with spiral-spring **tension balancers** on both upper and lower sash—welded sill corners and internally brazed sash corners—**permanent** weather seal. **Compare** its quality—then compare its **price!**

GLASS BLOCK VENTILATOR—Another new PER-FIT design—with rugged, precision construction plus the handsome lines your customers like. Heavy extruded aluminum. Available in all standard sizes and opening types, for any width glass block. You'll want to **see** this new window—every feature is engineered for **customer appeal.**

BEST-VENT—Here is the window acclaimed by **all three:** the architect, the builder, and the user! Famous BEST-VENT has **counter-balanced** sash—**both** top and bottom open simultaneously, at the touch of a finger. The most modern aluminum window in America—at surprisingly **low cost! Easier to sell, easier to install.**

You owe it to yourself to take a good look at all *four* of these great new PER-FIT products. If your materials dealer does not stock them, ask him to write for samples and prices . . . or contact the factory direct for the name of the PER-FIT dealer nearest you.

The PER-FIT® Line

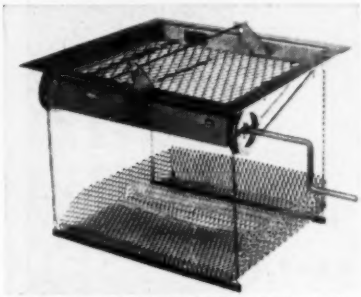
"Hotel Sherman—Booth No. 411"

PER-FIT PRODUCTS CORPORATION

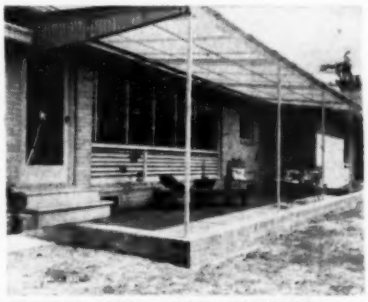
1204 EAST 52nd STREET, INDIANAPOLIS, INDIANA

World's Finest Aluminum Windows

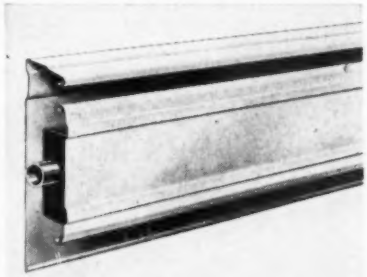
....PRODUCTS EXHIBIT



AB14082—BARBECUE UNIT—Grillcraft Co., Dept. AB, 1067 St. Clair Ave., St. Paul 5, Minn. Designed for both indoor and outdoor fireplaces, this unit is built of heavy gauge steel with baked aluminum finish. Top grill and spit are tin-plated. The cooking surface is 19 by 20 inches. The unit weighs 39 lbs. Fire basket can be raised or lowered by turning a crank. Entire unit can readily be removed for storage or cleaning, and is easily and quickly installed.



AB14368—FIBER GLASS AWNINGS—Ray-O-Lite Corporation of America, Dept. AB, Atlanta 6, Ga. These awnings are made of corrugated fiber glass in various color combinations. This durable material, made into awnings with a light, strong aluminum understructure, is resistant to stresses, strains, vibrations. It is decay-, mildew- and shatter-proof, yet is light in weight, and permits a diffused glow to lighten rooms it protects from weather. With these awnings, entrances, terraces, porches, etc. can have protection.



AB14104—BASEBOARD HEATING COVER—Vulcan Radiator Co., Dept. AB, 775 Capitol Ave., Hartford, Conn. Trimline Radi-Vector baseboard was designed to reduce the cost of baseboard heating installations. The manufacturer states that the cover will increase heat output and provide a streamlined appearance to match any decorative scheme. It reduces installation costs, as it requires fewer joints, fittings, and other installation accessories. Heat flow is from inlet and outlet slots. The front snaps on, can be easily removed for cleaning.

◆ ***USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237***

FREE *Information*

PRODUCTS EXHIBIT IN PRINT

Check ☒ ITEMS BELOW and MAIL this ENTIRE POSTCARD *TODAY*

The postcard below is designed to help the readers of American Builder get further information about the Products Exhibit in Print shown in this issue. This exclusive American Builder Feature is published each year in conjunction with NAHB Convention Exhibit.

Keep your product file up to date. Get this FREE information. All you have to do is check the items below and mail the postcard to us. No postage necessary. We will forward your requests to the manufacturer, who will promptly mail you complete data.

SEND ME FURTHER INFORMATION ABOUT PRODUCTS EXHIBIT IN PRINT
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☐ AB14002	☐ AB14047	☐ AB14092	☐ AB14137	☐ AB14182	☐ AB14227	☐ AB14272	☐ AB14301	☐ AB14330	☐ AB14359	☐ AB14388
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☐ AB14044	☐ AB14089	☐ AB14134	☐ AB14179	☐ AB14224	☐ AB14269					
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HERE'S REAL HELP *for* YOU

PRODUCTS EXHIBIT IN PRINT

Keep abreast of the constant changes taking place in the building field. The new and improved products shown in this issue are designed to help you do a better building job in 1954. Read the pages of this issue with care. Be sure to see your local LUMBER and BUILDING SUPPLY DEALER for all your building needs. If he doesn't carry the products you're interested in, here's a quick, easy way to get complete information. Just check and mail the postcard below. We'll do the rest.

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79 West Monroe St.

Chicago 3, Ill.

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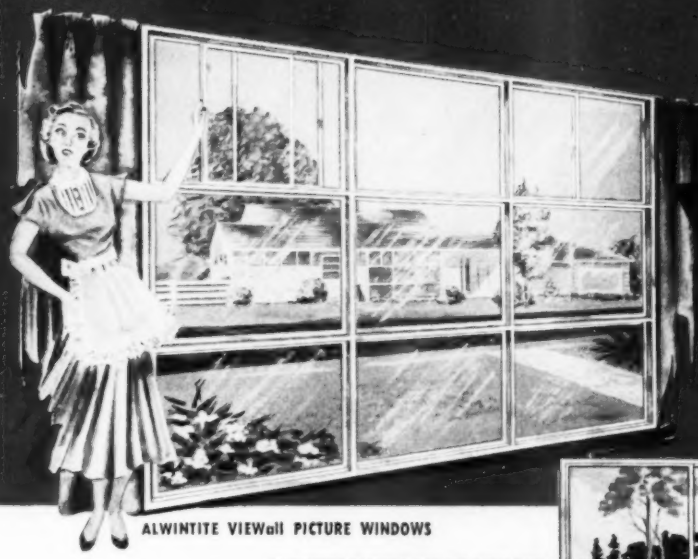
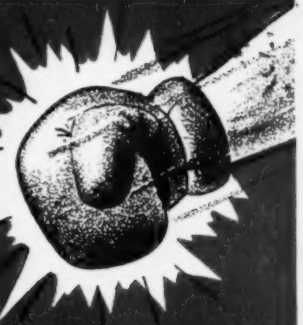
FOR YOUR NEW HOUSES





GENERAL BRONZE CORPORATION

ALWINTITE aluminum WINDOWS

ALWINTITE VIEWall PICTURE WINDOWS

ALWINTITE PICTURE SLIDING WINDOWS

ALWINTITE DOUBLE-HUNG AND PICTURE WINDOWS

ALWINTITE HORIZONTAL SLIDING WINDOWS

SEE 2 NEW additions
to the famous ALWINTITE line
on display for the first time
NAHB SHOW — CONRAD HILTON HOTEL
Booths 282-285—Third Floor

Home buyers sure do appreciate these superior quality ALWINTITE aluminum windows. Women love their attractive appearance, their pleasing neutral color, their bigger glass area and their easy, no-tugging operation. Men like them for their many money-saving features—their built-in weatherstripping that saves fuel, their freedom from periodic painting. That's why you sell houses faster with ALWINTITE.

Don't take chances on "slow" sales. Give your '54 houses the full benefits of this tremendous customer appeal. Include ALWINTITE aluminum windows—backed by national advertising, plus the world famous General Bronze name.

Write or wire today for new catalog showing the complete ALWINTITE line, prices and name of nearest dealer. Address Dept. AB-541.

ALWINTITE DIVISION
GENERAL BRONZE CORPORATION
GARDEN CITY, NEW YORK

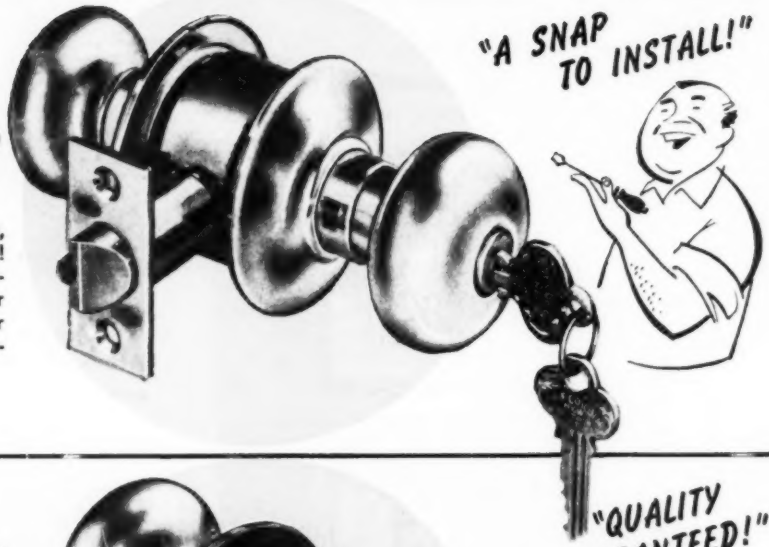
NOW! TROUBLE-FREE LOCKS *at budget prices*

Now you can get the three things you need in locks — budget price, fast installation AND trouble-free service!

Corbin's two new cylindrical locks, the Guardian and the Defender, are made to help you END LOCK COMPLAINTS AND SERVICE CALL-BACKS. They are the greatest values in 105 years of Corbin craftsmanship! Compare and be convinced; you can install a Corbin lock . . . pay no more . . . be sure of long-term satisfaction. That's worth money to you. Visit your Corbin dealer and see these two new locks today!

CORBIN® *Defender*

Medium-priced, yet designed for finest homes, stores . . . any light commercial installation! Exclusive "VELVET-GLIDE" action from ball-bearing latch retractor. Solid brass, bronze, or aluminum exterior parts, rust-resistant interior parts. Screwless knobs and roses. Easy, fool-proof installation.



CORBIN® *Guardian*

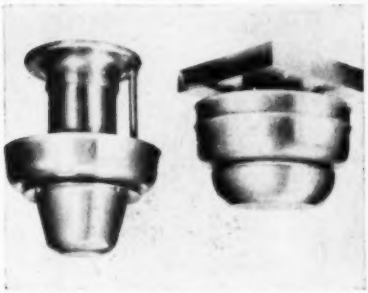
Lowest-priced, yet loaded with extra-quality features. Solid brass, bronze or aluminum exterior parts. Rust-resistant interior parts. Screwless knobs and roses for extra beauty. SELF-ALIGNING feature for easy, fast installation. "DURA-SMOOTH" action for extra customer satisfaction. Fully reversible; fits any door 1 3/8" to 1 3/4" thick.

CORBIN The World's most widely used BUILDERS' HARDWARE

See these two new locks at
BOOTH 448, SHERMAN HOTEL
N.A.H.B. EXPOSITION, JAN. 17 to 21

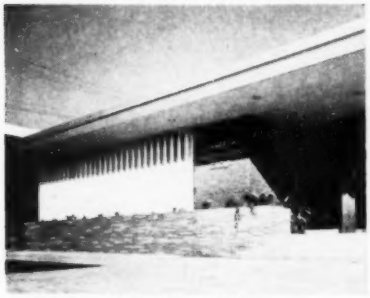
P. & F. CORBIN Division The American Hardware Corporation, New Britain, Conn.

PRODUCTS EXHIBIT IN PRINT



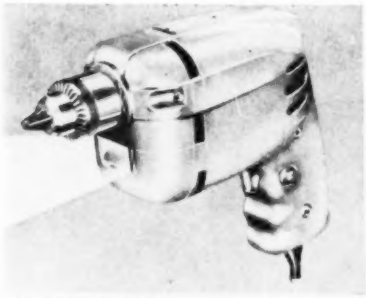
AB14228—BLOWER VENTILATORS—Loren Cook Co., Dept. AB, 664 Front St., Berea, Ohio. Spun aluminum blower ventilators for residential or commercial use are easily installed complete assemblies. The compact Model R roof ventilator (right in picture) is suitable for bathroom or shower room ventilation. It is made in 7, 9 and 10 inch sizes, with a collar to fit over standard 6- or 8-inch duct leading to roof. Low overall height and neat appearance are features of Model BV (left) with 9, 10, 12, 14 in. impellers.

AB14081—PACKAGE KITCHEN—General Air Conditioning Corp., Dept. AB, 4542 E. Dunham St., Los Angeles 23, Calif. A large oven has been added to this unit, which includes double sink, gas or electric burners, six cubic-foot refrigerator, double bottle shelf. The new oven includes a broiler. The refrigerator has a freezer which holds 12 frozen food cartons or nine ice cube trays. This unit was designed for use where space and dollar economy are important; occupies 42 inches of wall space.

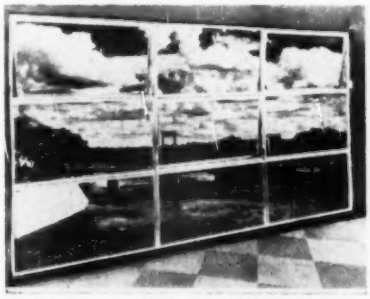


AB14115—SIDEWALL LOUVER—The Kawneer Co., Dept. AB, Niles, Mich. K-louvers shield windows from the direct glare of the sun and become an integral part of the building. Because of the installation, heat penetration is reduced which in turn reduces the load on air conditioning systems. The louvers are made of aluminum and are resistant to the elements. Upkeep is held to a minimum, since the louvers never need painting. They are designed for commercial, industrial, and institutional buildings.

AB14197—TARPAULIN—C. R. Daniels, Inc., Dept. AB, 4900 Wetheredsville Road, Baltimore 16, Md. Individually boxed Penguin Brand tarpaulins have been added to the Daniels line of builders' tarpaulins. These tarps are ruggedly constructed with triple-stitched seams, rustproof grommets, in strong canvas reinforcing patches at the corners and every three to four feet along the sides. Top quality canvas is used, chemically treated to shed water and add to durability. Five weights and a wide range of sizes are available.



AB14375—ELECTRIC DRILL—Fairchild Industries, Division of Fairchild Camera & Instrument Corp., Dept. AB, Burlington, Vt. Builders can now drill a hole in dark, inaccessible, hard-to-reach areas without having the inconvenience of an extension cord and lamp. New ¼-inch, standard duty, portable electric drill called the "Work-Lite" weighs only three pounds, contains built-in spot light which plays directly on work being drilled. Drill has Jacobs geared chuck, trigger lock type switch, aluminum housing.



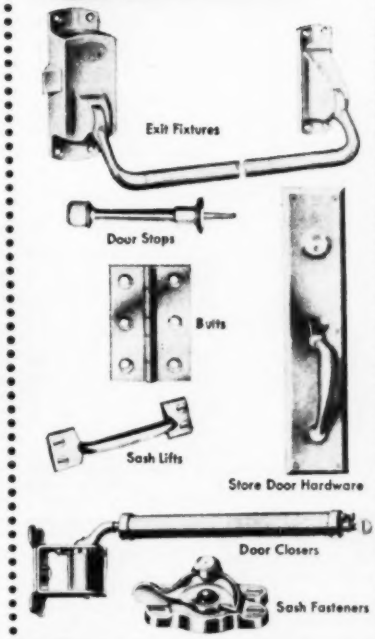
AB14307—ALUMINUM WINDOWS—Marmet Corporation, Dept. AB, Wausau, Wis. Marmet picture windows are a packaged unit, designed to fit into a standard wood frame. They are particularly suitable for masonry or ordinary construction. These units are factory fitted, unglazed and ready for installation. Custom type picture windows are also available. These windows feature heavy, solid and rigid architectural frame and sash sections, ease of operation, welded construction, glazing rabbet for double-glass insulating unit and sturdy hardware.

◆ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION PAGE 237*

your CORBIN dealer has it!

● Corbin's new, compact Pacesetter Line includes every finish hardware item you need for homes, stores, motels . . . any light commercial building. Economical . . . easy-to-install . . . durable!

FINISH HARDWARE for ALL Light Construction



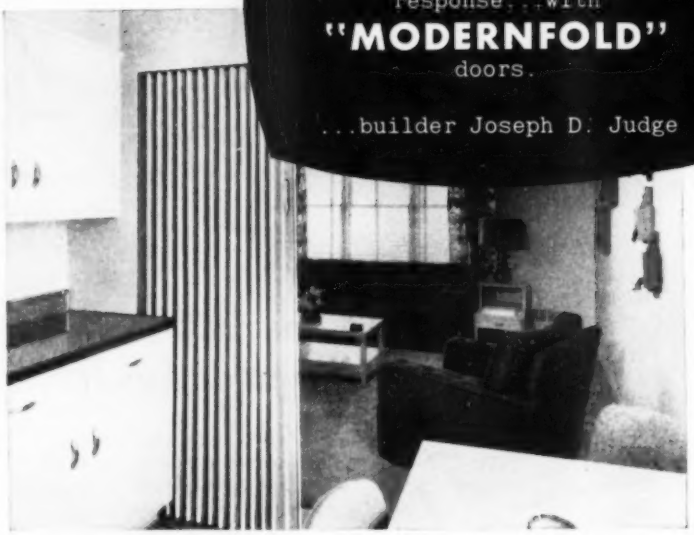
P. & F. CORBIN Division
The American Hardware Corporation
New Britain, Conn.

We solved the problem of living-dining area separation...and got an enthusiastic public response...with

"MODERNFOLD"

doors.

...builder Joseph D. Judge



Maryland's 96-house "University Rambler" development, located in Lewisdale, Maryland, features air conditioned 3-bedroom houses at $17,800. By using "Modernfold" doors as dining-living area dividers, they are able to offer truly unusual comfort, beauty and convenience at this price. Note here how easily and effectively "Modernfold" doors solve a room division problem. And builder Joseph D. Judge reports that in his inspection homes this use of "Modernfold" doors produced more favorable comment than almost any other feature.

"Modernfold" doors provide a sales-sparking way to solve difficult closure problems—and they cut construction time, too! They come complete, ready to install in 30 minutes or less. No extra hardware, no sanding, painting or special fitting needed. See your "Modernfold" distributor today. (He's listed under "Doors" in your city classified directory.) Or clip coupon.

The door with the double-strength frame

Double box-like hinges both top and bottom keep door perfectly centered between jambs, prevent warping and twisting, insure dependable, even opening and closing—always.

NEW CASTLE PRODUCTS, Inc.
New Castle, Indiana
In Canada:
New Castle Products, Ltd.
Montreal 6
Sold and Serviced Nationally

the doors that fold like an accordion
modernfold DOORS
by NEW CASTLE

New Castle Products, Inc.
P. O. Box 850
New Castle, Indiana
Please send me full details on "Modernfold" doors.

Name.....

Address.....

City.....*County*.....*State*.....

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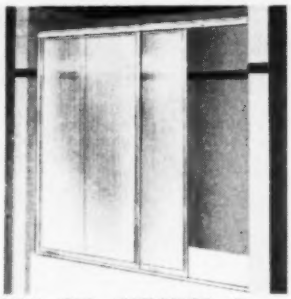
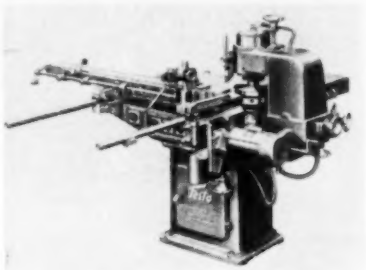
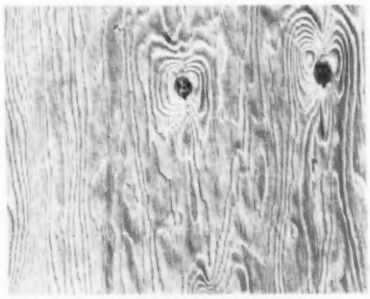
....PRODUCTS EXHIBIT



AB14414—TUB ENCLOSURE—Shower Enclosures, Inc., Dept. AB, 1227 W. Devon Ave., Chicago 40, Ill. All-glass and aluminum tub enclosure is available in 5- and 5½-foot sizes. Called the "Beauti-Dor," the enclosure is manufactured for fast, simple installation. All parts are factory finished and assembled; doors are complete units, including the glass. It takes only 30 minutes to install two side jambs to the walls, secure bottom rail and slide top rail and doors into position.



AB14373—TENONING MACHINE—Festo Woodworking Machines, Dept. AB, 745 51st St., Brooklyn 20, N. Y. This heavy-duty machine combines tenoning and coping heads in one unit. It features a direct-drive 3 h.p. motor and a 2½ h.p. cut-off saw with a cut-off height of 3⅜ inches, 12 inches wide. The machine permits quick and easy set-ups, while both the heads assure fast cutting for high-production or custom work. Unit cuts tenons with copings up to 9 inches long and 4 inches thick at a single stroke.



AB14237—DECORATIVE PLYWOOD—Associated Plywood Mills, Inc., Dept. AB, Eugene, Ore. Knotty Sea Swirl plywood, shown above, is made by a special process from choice grades of Douglas fir. The surface pattern gives a three-dimensional effect with swirls and contours. The product is stated to be durable, lightweight and splinter-proof. It comes in standard 4x8 foot panels, 5/16-inch thick. Other sizes are available on special order. Plywood is available in both interior and exterior types. Easy to handle, apply and finish.

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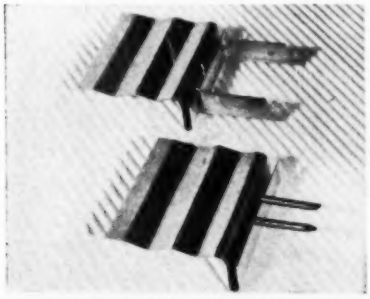
....PRODUCTS EXHIBIT

AB14409—ALUMINUM WINDOW—Wisco Aluminum Corp., Dept. AB, 3945 A St., Detroit 16, Mich. This aluminum double-hung window for either new construction or modernization has no sash weights or balances. Sash may be removed from frame for washing. Glass is held firmly in a rubber-lined aluminum casing, so there are no nails, glazier's points or putty. Window is suited to a variety of architectural treatments and for all types of construction. It is offered in wide range of standard sizes.

AB14194—SPLIT RING CONNECTORS—Marsh Company, Dept. AB, Hastings, Neb. The "Timberlock" split ring connectors are now available to the building trade for the first time since the war; entire supply has previously been allocated to government construction. These rings are true circles, precision made from mild steel strip. Edges are rounded so installation in the grooves can be made smoothly and quickly. Rings are made in two sizes, 2½ and 4 inches in diameter. These timber connectors are now available in quantity.



AB14306—FURRING CLIP—Peterson Products Co., Dept. AB, P.O. Box 462, Janesville, Wis. The Quick-way furring clip is simple and easy to use. It lies rigidly in the mortar joint. No stresses are set up in the masonry which may separate the brick from the mortar and cause hairline cracks. There are no through-the-wall nails or metal to carry cold or wet spots. The furring strip is always ¼-inch away from the masonry. This keeps the wood furring strip from being in contact with the wall and prevents dry rot, allows free movement of air.

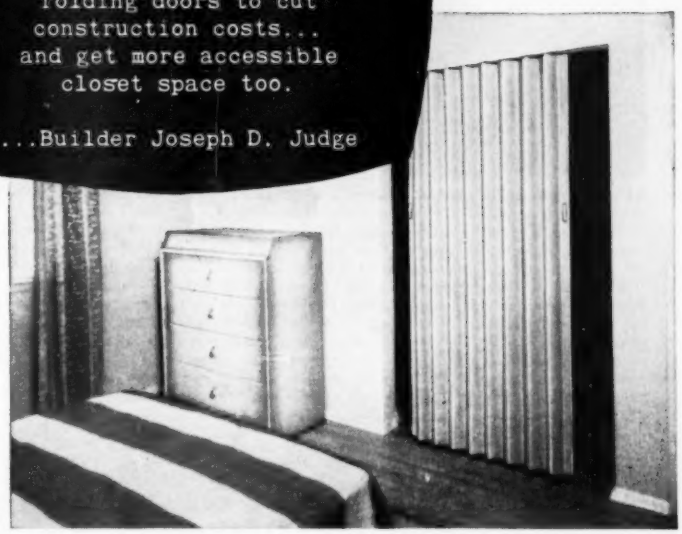
◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*

We used

"SPACEMASTER"

folding doors to cut construction costs... and get more accessible closet space too.

...Builder Joseph D. Judge



In "Spacemaster" folding doors, Maryland builder Joseph D. Judge found the perfect solution to the problem of effective closet closure. The rolling post "Spacemaster" shown above provides for ample, easily accessible closet space in his 96 "University Rambler" homes located in Lewisdale, Maryland. Yet these quality folding doors are available at a price so low that they actually cost less than a wood door and necessary extras. Says Mr. Judge, "In my opinion it is one of the finest doors of its type on the market today."

Not only do "Spacemaster" folding doors let you save on initial cost, but they save preparation costs, save installation time, save labor costs as well. You can eliminate trim and wood casing. You can put them up with eight screws in ten minutes. And there's no fitting, mortising, planing or sanding with "Spacemaster" folding doors. They come in two heights: 6′6″ and 6′8½″, three maximum extension widths: 2′6″, 3′0″ and 4′0″. Vinyl fabric covering is in popular "Decorator Gray" that blends easily with any color scheme.

Here's how easy it is to install "Spacemaster":

Step 1: Cut drilled track to opening width. Mark and drill holes in header.

Step 2: Slide track onto door. Lift into opening and insert screws.

Step 3: Screw 4 spring-steel clips to jamb. Snap jamb post over clips. That's all. Average tested time for entire operation—11 minutes.

COPYRIGHT—NEW CASTLE PRODUCTS, INC., 1954

Find out how you can cut costs with "Spacemaster." See your building supply dealer or local "Modernfold" distributor. Clip coupon for more information.

SPACEMASTER folding doors by

NEW CASTLE PRODUCTS
New Castle, Indiana

modernfold® DOORS

New Castle Products Inc.
P.O. Box 950
New Castle, Indiana

Gentlemen: Give me full information on "Spacemaster" doors.

Name.....

Company.....

Address.....

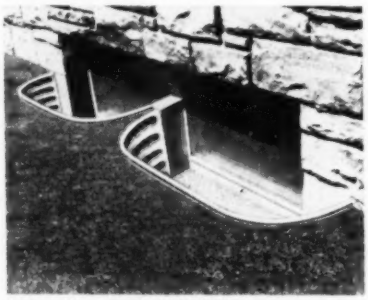
City.....*County*.....*State*.....

AB14405—PLASTIC WALL TILE—S & W Moulding Co., Dept. AB, Columbus, Ohio. New King size "Miraplas" is a bigger, thicker plastic tile, 8½ inches square. One block is the equivalent of four regular tiles. It is 32 per cent thicker than conventional size tile. Larger squares conform to the trend of larger modulars in building designs. The larger size insures greater rigidity and smooth surface appearance, according to the manufacturer. Product is recommended especially for residential installations.

AB14120—ALUMINUM LOUVER—Midget Louver Co., Dept. AB, 6-8 Wall St., Norwalk, Conn. Midget louvers provide a solution to condensation problems in existing houses. The devices, made of aluminum, allow air to circulate freely through walls, roofs and unexcavated areas. They are installed in roof overhangs, eaves, gables, sidewalls or wherever condensation is a threat. Installation requires only drilling correct size hole and pushing louver into place. Made in seven sizes, one to six inches in diameter.

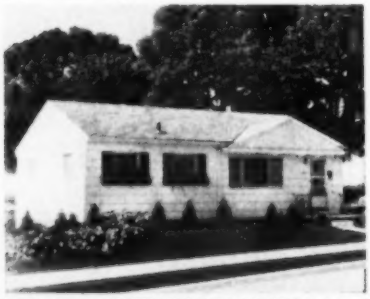
AB14410—AIR CONDITIONER—Worthington Corp., Dept. AB, Holyoke, Mass. This new year-round unit combines all air conditioning functions—heating, cooling, air circulation, air filtering and dehumidification, in one cabinet. Cooling system is available in 2 and 3 h.p. sizes, and heating system may be either oil or gas fired. Complete control is from a room thermostat. Entire unit may be serviced from front. Unit takes up no more room than a standard furnace and will pass through a 30-inch doorway.

AB14378—SUBMERSIBLE PUMP—Sumo Pumps, Inc., Dept. AB, 375 Fairfield Ave., Stamford, Conn. Compact 1/3 h.p. electric pump can be installed at approximately same cost as ½ h.p. jet pump, yet provides up to 25 per cent more pumping capacity at deeper settings. It is designed to fulfill the requirements of the average domestic water supply system. Unit is of all-bronze and stainless steel corrosion-resistant construction. Motor is water-lubricated to eliminate sealing problems. Windings hermetically sealed.

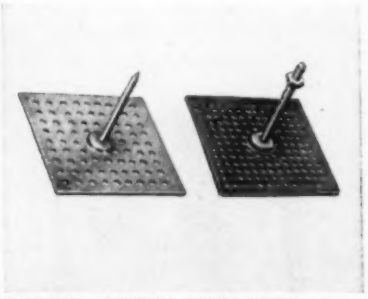


AB14231—STEEL AREAWALL—St. Paul Corrugating Co., Dept. AB, St. Paul 1, Minn. Streamlined-straight type Lux-Right areawall, one of the leaders in the metal basement window well field, is of one-piece construction. It has stiffening horizontal ribs of approximately ⅝-inch deep corrugations, 2½ inches on centers. It has a ¾-inch integral top head and flattened 2½-inch flanges on both sides to bear evenly against foundation wall. Flanges have holes for masonry nails. Units are hot-dipped galvanized after manufacture.

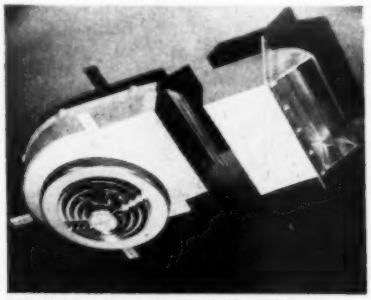
AB14184—LEVEL TRANSIT—David White Co., Dept. AB, 311 W. Court St., Milwaukee 12, Wis. Improved transit, known as Model 3000 Universal Level Transit, includes a ball bearing race which supports the spindle. This is an exclusive patented feature which assures perfect adjustment under the most severe conditions, and is designed not to drag or tighten in sub-zero weather. The model is equipped with the same high-power telescope found in the higher-priced transits. Model weighs 11 pounds, tripod 9 pounds.



AB14396—PREFABRICATED HOUSE—Inland Homes Corp., Dept. AB, 501 College St., Piqua, Ohio. This factory assembled, conventional type home, 36x24 feet in area, is acceptable for FHA and VA financing. Home has three bedrooms, full basement. It offers such features as aluminum double-hung windows, large picture window, aluminum double-foil insulation, hardwood floors throughout, birch flush doors, sliding wardrobe doors, a linen closet in bathroom, Youngstown kitchen cabinets and Formica counter tops.



AB14229—ANCHOR NAILS-BOLTS—Goodloe E. Moore, Dept. AB, Danville, Ill. Gemco anchor nails were developed to eliminate the slow, hazardous and tiring job of drilling for anchoring to brick, concrete and steel. The nails when fastened with an approved adhesive have ample strength to hold side wall loads in place securely. Standard No. 4d nail, 1½ inches long, is fastened to a 2x2 inch plate. The Gemco anchor bolt (right) is stated to be an easy and rapid method to install metal cabinets, outlet boxes, etc., on concrete, brick or tile.



AB14412—CEILING-WALL FAN—Signal Electric Mfg. Co., Dept. AB, Menominee, Mich. Model CW-100 fan can be installed in side wall or ceiling; overall depth is only 3⅝ inches. Frame is of cast aluminum for stronger, vibration-free, quiet operation. Two shutter vanes, one in the cast frame, one in the weatherhood, give double weather protection. Frame fits between 16 inch center joists or studs, accommodates standard 3¼x10 inch furnace duct. Totally enclosed, rubber mounted motor, chrome-plated grille.

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For bathrooms with that new-as-tomorrow look . . .

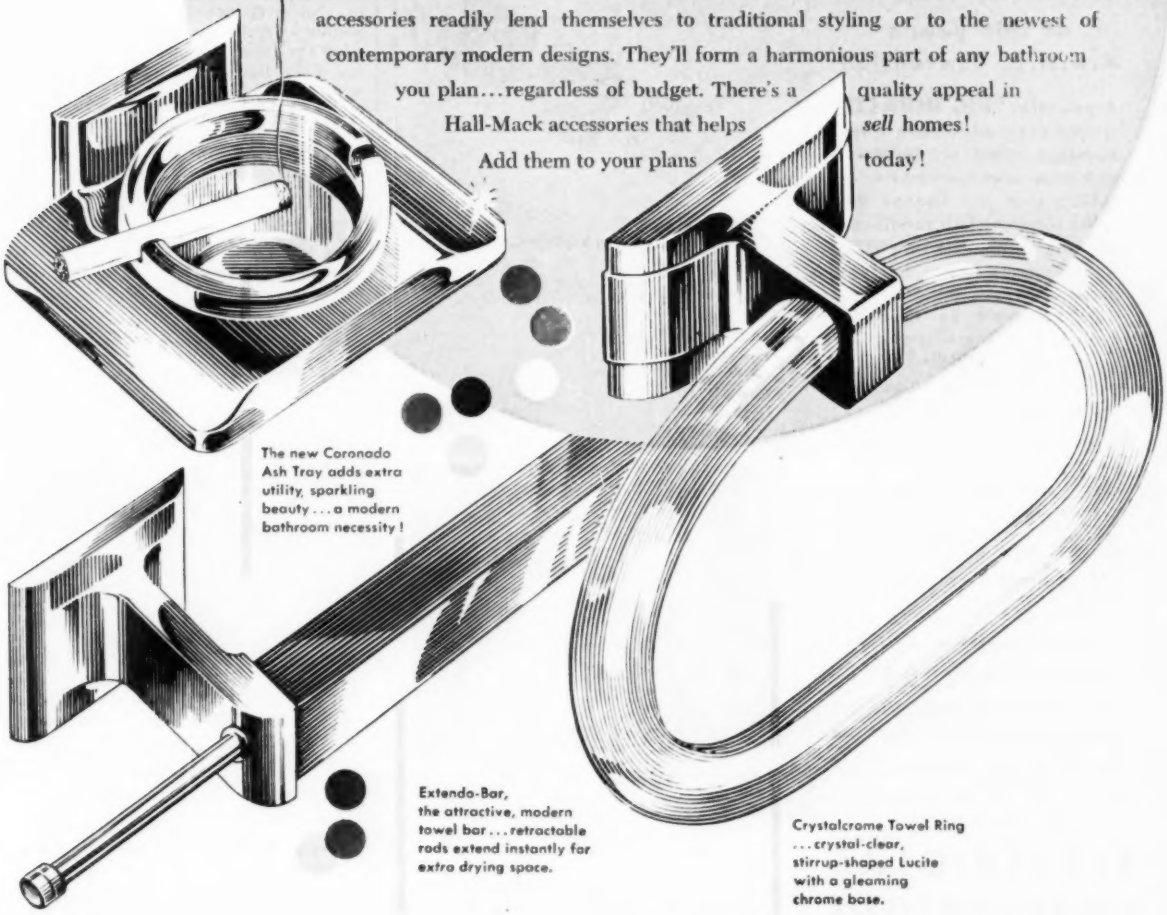
USE

HALL-MACK®

BATHROOM ACCESSORIES IN BEAUTIFUL, SPARKLING

chrome

Homeowners, architects and builders choose Hall-Mack bathroom accessories for their beauty and durability...and sales value! These attractive and smartly designed accessories readily lend themselves to traditional styling or to the newest of contemporary modern designs. They'll form a harmonious part of any bathroom you plan...regardless of budget. There's a quality appeal in Hall-Mack accessories that helps *sell* homes! Add them to your plans today!



The new Coronado Ash Tray adds extra utility, sparkling beauty . . . a modern bathroom necessity!

Extendo-Bar, the attractive, modern towel bar . . . retractable rods extend instantly for extra drying space.

Crystalcrome Towel Ring . . . crystal-clear, stirrup-shaped Lucite with a gleaming chrome base.

Sold by leading plumbing, tile and hardware dealers everywhere.

HALL-MACK COMPANY 1344 W. Washington Blvd. Los Angeles 7, California • 7455 Exchange Ave. Chicago 49, Illinois • 1000 Main Avenue Clifton, New Jersey

ONE OF A SERIES ON HALL-MACK CREATIONS IN CHROME

We're Packin' A Wallop

at this year's N.A.H.B. Convention

A powerful "BIG IMPACT" wallop destined to have a tremendous effect on builders, architects and contractors. A wallop that will change the entire concept of air conditioning and heating. Be sure YOU see it featured in our display; booth #351 at the Sherman Hotel . . . we'll be there to explain and demonstrate this outstanding "ONE-TWO" punch that will revolutionize the industry.

Don't forget while you're there, get the true story of electric glass panel radiant heat, proven the most efficient means of converting electrical energy into heat for over-all space heating. The preferred heat within the reach of all.

with ELECTRIGLAS Radiant Heat there is a difference.

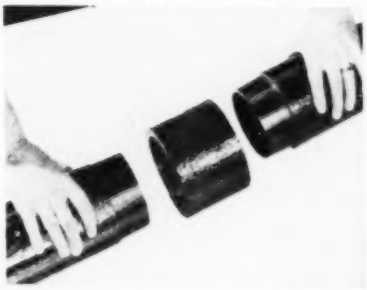
We're looking forward to seeing you at Booth #351, Sherman Hotel.

ELECTRIGLAS CORPORATION

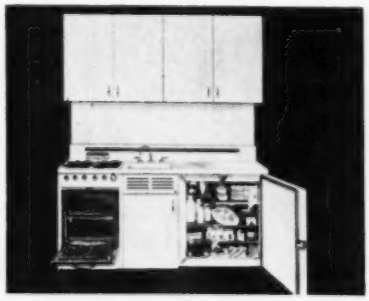
Bergenfield New Jersey

....PRODUCTS EXHIBIT

AB14107—PLASTIC LAMINATE—The National Plastic Products Co., Dept. AB, Odenton, Md. "Nevamar" prefinished plastic laminate sheets are available for installation by the builder. Manufacturer states that kitchens can be made from inexpensive plywoods, then plastic laminates can be applied. Sheet patterns are wood grains, solid colors or novelty designs. Standard kitchen units are available using this laminate. Material withstands boiling water, cigarette burns, alcohol, acids, bleaches, etc.

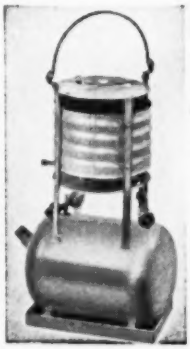


AB14400—ROOT-PROOF PIPE—Orangeburg Manufacturing Co., Dept. AB, 488 Madison Ave., New York 22, N. Y. Light-weight, non-metallic pipe is recommended for underground non-pressure uses, such as house-sewer connection, storm drains, etc. Joints require no caulking or compounds and remain root-proof and leak-proof even with moderate ground settlement. Pipe can be cut with a coarse-tooth saw and tooled in the field. Complete line of fittings and adapters is available. Sizes from 2 through 6 inches in diameter.



AB14323—UNIT KITCHEN—Murphy Bed and Kitchen Co., Inc., Dept. AB, 19 W. 44th St., New York 36, N. Y. The series 69 Dwyer Kitchen is available in 69" and 72" lengths for installation of either gas or electric range. This kitchen unit can be placed in a wall recess or on the surface of a wall and comes complete with sink and counter top refrigerator. The counter top is made of 14 gauge steel in one piece. Upper storage cabinet contains 13.75 cubic feet with 17.25 square feet of shelf area. Sink tops on recess models are 3" longer than on standard.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 237*



CONTRACTORS! Finish Your Cold-Weather Jobs ON TIME . . . with

Handy SIMPLEX PORTABLE HOT BLAST HEATERS

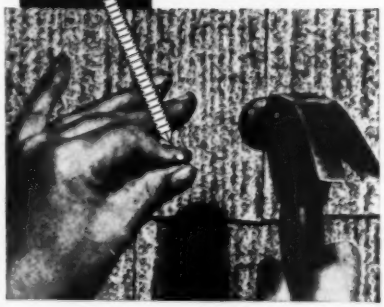
You'll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather.

Smokeless, sootless, the HOT BLAST generates an intense blue flame on a mixture of kerosene and compressed air—like a blow torch. Highly efficient, lightweight, sturdy, easily portable, it is also available with wheels. Completely safe. Automatic Shut-Off control stops fuel supply if flame goes out.

See your Builder's Supply Dealer, or write for details and prices.

WESTERN METAL SPECIALTY CO.
Dept. A, 1211 N. 62nd St.,
Milwaukee 13, Wis

ASBESTOS SIDING NAILS



Hassall threaded asbestos siding nails are the choice of contractors throughout the country. Made of bronze and steel with plated finish. Note threaded shank which guarantees maximum holding power. Made of #14 gauge wire (.082) in 1", 1¼", 1½", 1¾" lengths. Advise quantities. Prompt shipment.

JOHN HASSALL, INC.
P.O. Box 2152
Westbury, N. Y.
Established 1850
Hassall

TWO NEW REASONS WHY IT'S ALWAYS "GOOD BUSINESS"

TO SPECIFY TILEMASTER PLASTIC WALL TILE

1 FOUR *New* MOLDED TILE PIECES

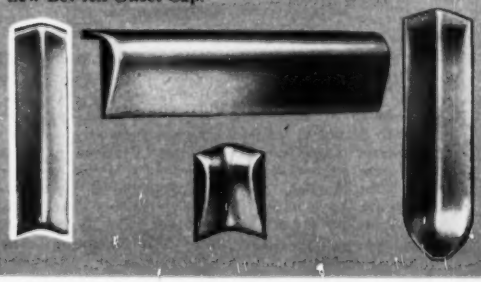
2 8½" TILE IN 6 TRUE PEARLESCENT COLORS

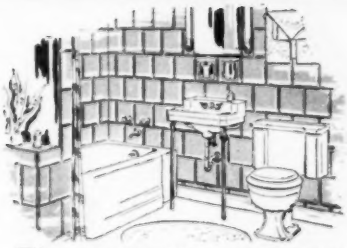
Tilemaster continues to pace the field with quality . . . and with exclusive, profitable features!

TILEMASTER now gives you 4 New

1 molded tile pieces for better joints!

Supplementing an already famous line of molded tiles for that "all-tile" look, Tilemaster offers you the advantages of easier, better looking, more saleable installations. Now, with Tilemaster you can install Bullnose Cap and Base in separately molded INSIDE CORNER pieces, as well as outside corner pieces including the *new* Bev-All Outside Corner with 4-inch return and the new Bev-All Offset Cap.





2 TILEMASTER now gives you 8½-inch tile in 6 true Pearlescent colors!

Now you can realize *quicker sales, increased appraisal values* with a truly "luxury-look" installation at reasonable cost! Tilemaster now presents the drama of large, vibrant 8½-inch tiles for an installation that will sell itself!

Tilemaster's National Advertising Helps You Sell!

Tilemaster continues its colorful, national advertising to the 15 million readers of Better Homes & Gardens tieing-in with Dow Chemical's tremendous, full, luxury-color national advertising on Styron, plus coast-to-coast TV on "Today."

Some valuable Distributor territories are available.

See Our Insert in Sweet's Catalog!

Tilemaster Bev-All* tiles are molded of sturdy Styron that withstands hard knocks or blows! There's good reason why **Tilemaster Bev-All*** deluxe arched-construction is in great demand by you and your customers—it prevents "dishing-in" or cupping. Place a straight stick across the top of a Bev-All Tilemaster tile—see the extra depth, the added luster and the smooth contour you get only with Tilemaster!

Bev-All TRADE MARK REG.

Patented **Mastic-Seal Rib*** "locks" tiles to walls! Tile installers prefer **Tilemaster** because the patented **Mastic-Seal Rib** seals mastic in . . . seals water out . . . for life! Here is the perfect answer to trouble-free installations in shower stalls, kitchen walls—or *wherever* water seepage is a problem.

Guaranteed perfect color uniformity in 30 Decorator colors. U. S. Bureau of Standards requirements are met and bettered!

*Patents applied for

TILEMASTER

Dept. AB-2

TILEMASTER CORP.
1415-21 Diversey Pkwy., Chicago 14, Ill.

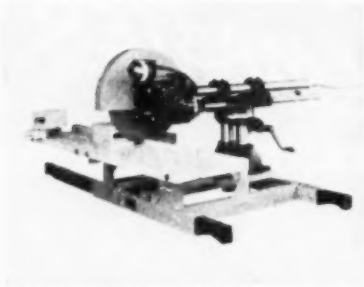
Please send me complete information on the Tilemaster line of Plastic Wall Tile.

☐ Architect ☐ Builder ☐ Dealer ☐ Distributor

Firm Name_____

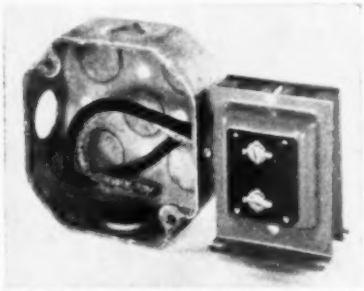
Address_____

City_____ Zone_____ State_____



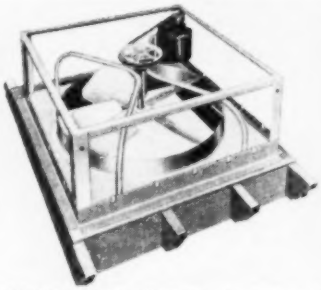
AB14086—PORTABLE SAW—Master Woodworker Mfg. Co., Dept. AB, 401 E. Fort St., Detroit 26, Mich. The new "Saw-Master Junior," a light-weight, portable, bench-type machine for cutting tile, brick, steel tubing, terra cotta, lumber, etc. It has a direct motor drive. Motor and saw travel on three tube slides moving on ball bearings enclosed in machine housing, assuring alignment and absence of vibration. Dials may be set to any position, permitting gauging different degrees of angles.

AB14367—KITCHEN CABINETS—Del Mar Cabinet Co., Inc., Dept. AB, P. O. Box 7, Sta. A, Atlanta, Ga. Modular cabinet units for each particular kitchen space, assuring complete accessibility, are fashioned for modern styling by combining selected materials and craftsmanship in a choice of natural birch or decorator colors. Kiln dried hardwood is used throughout. Drawers of dove-tail and lock joint construction have bottoms inserted in sides, front and back. Hinges countersunk in door stock for snug fit.



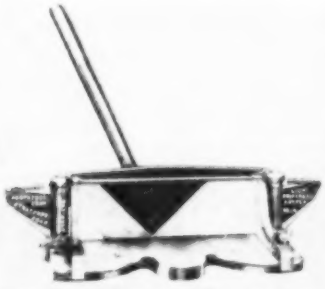
AB14050—TRANSFORMER—Edwards Co., Inc., Dept. AB, Norwalk, Conn. Fast mounting universal transformer mounts in ½-inch knockouts by using an expansible nipple, adjustable by an outside set-screw. Device can be installed wherever a ½-inch knockout is located; it also has provision for surface mounting. Transformer is available in a complete range of secondary voltages in five and ten watt ratings. Standard primary is 115 volts, 60 cycle; other voltages and frequencies available.

AB14089—GARAGE-DOOR HARDWARE—Richards-Wilcox Mfg. Co., Dept. AB, Aurora, Ill. A new hardware set known as R-W 199 designed to fit any size of residential garage door. It boasts a low purchase price and economical installation and has been designed to operate efficiently on doors weighing 75 lbs. to 175 lbs. A heavy duty set is available to give efficient performance on doors weighing from 175 lbs. to 375 lbs. The hardware can be installed with the usual tools. Each set has a spring stabilizer.



AB14403—ATTIC FAN—The Lau Blower Co., Dept. AB, 2001 Home Ave., Dayton 7, Ohio. The attic fan shown above was designed for homes with low-pitched roofs. It pulls air vertically up through ceiling openings and exhausts the stale air out through louvers in gable ends or openings under the eaves. It draws cool outside air in through open windows or doors. Unit is made of heavy-gauge metal with all-welded construction with lifetime lubricated sealed ball bearings. Four fan sizes available.

AB14236—MOTOR SCRAPER—Allis-Chalmers Manufacturing Co., Dept. AB, P. O. Box 512, Milwaukee 1, Wis. Picture above shows Model TS-300 motor scraper moving earth on a large housing project. Earth was moved to level down a high hill otherwise unusable for building purposes. Earth was moved to an adjacent valley which was built up to a grade suitable for additional building sites. Manufacturer also makes crawler tractors, motor graders and similar earth-moving equipment, with variety of suitable accessories.



AB14113—WOOD TRIMMER—Pootatuck Corp., Dept. AB, 55 Sammis Pl., Stratford, Conn. The Lion Trimmer is a precision cutter that makes square cuts, miters, compound miters, bevels, rounds, and chamfer cuts on wood. The machine is six inches high, eight inches wide, and 22¾ inches long. It is operated manually with the operator holding the work with one hand and pushing or pulling the handle with the other. The manufacturer claims the machine will speed the trim-out or cabinet making operation for the builder.

AB14301—PRINTING CALCULATOR—Remington Rand Inc., Dept. AB, 315 Fourth Ave., New York 10, N. Y. Model 99 automatic calculator is stated to assure the easiest, fastest and most accurate production of figure work yet seen. Its ten-key, touch method keyboard activates a high speed mechanism which automatically calculates, proves and prints on tape any and all problems involving fully automatic multiplication, division, addition or subtraction. No matter how complex the factors, output per operator hour is greater.

AB14195—HEAVY - DUTY FASTENER—Powder Power Tool Co., Dept. AB, 7526 S.W. Macadam Ave., Portland 1, Ore. This Drive-It Model 410 uses specially loaded .38 caliber blank cartridges to drive hardened steel pins into concrete or steel. It can drive eight pins a minute. The tool pivots open at the breech for fast loading and automatic cartridge ejection. Another feature is the stripping lock, by which the tool can be disassembled for cleaning simply by releasing a detent lock. Unit has no accessories to attach.

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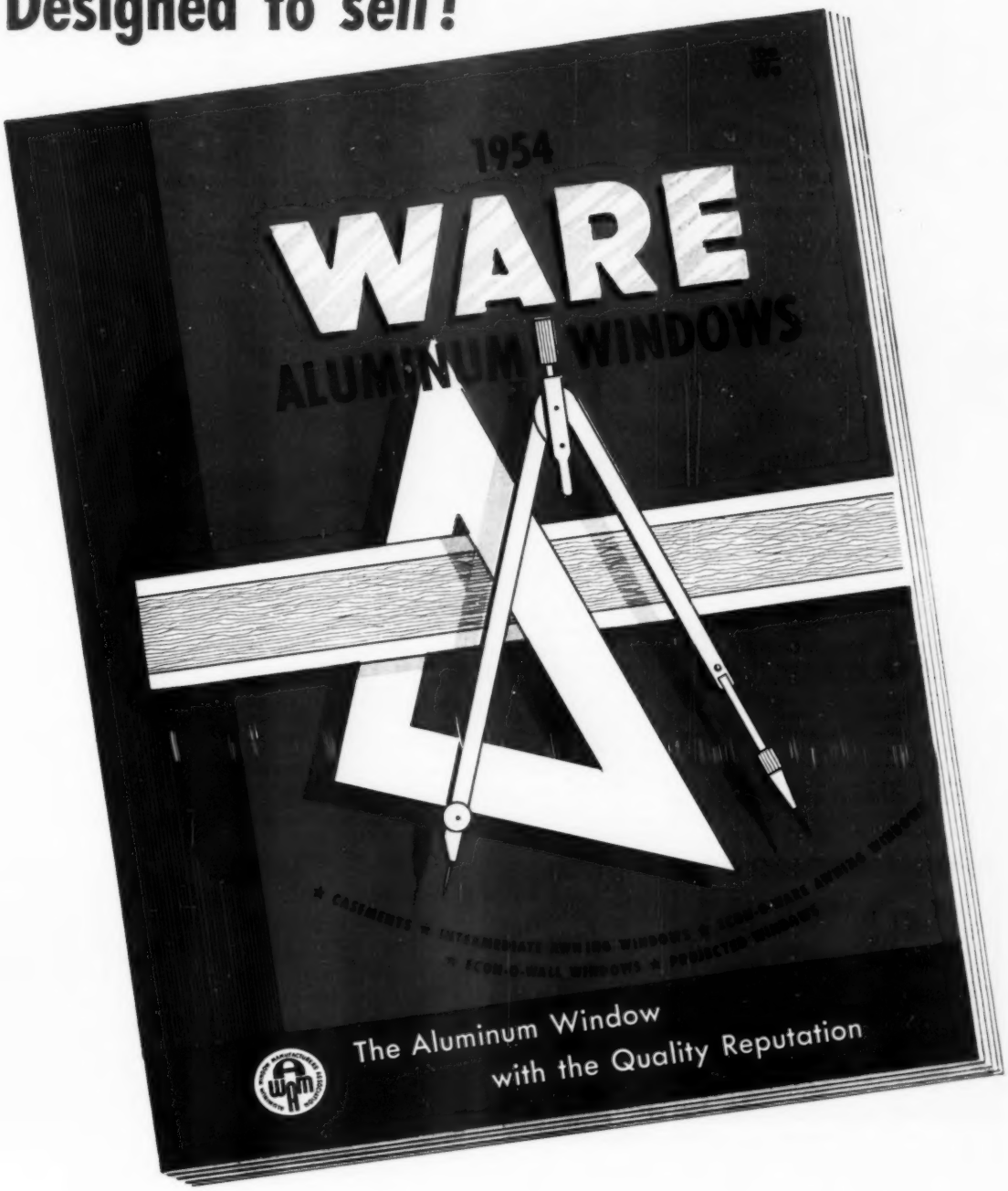
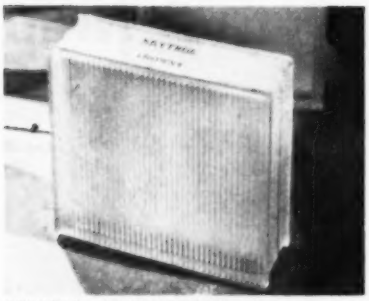
See us at Booths 194-195 at the Hilton

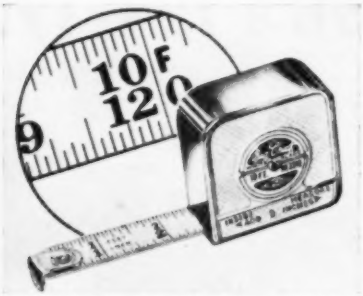
Designed to *sell!*



IF YOU MISS THE SHOW, you needn't miss seeing the nation's *hottest* window line. Send for our new catalogue above—showing a full line of aluminum windows unmatched for lasting *value*. Write Dept. AB1, Ware Laboratories, 3700 N.W. 25th St., Miami, Florida.

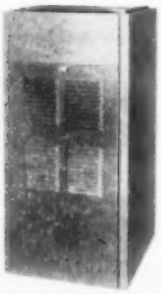


AB14233—GLASS BLOCK—Pittsburgh Corning Corp., Dept. AB, 307 Fourth Ave., Pittsburgh 22, Pa. The "Skytrol" light-diffusing glass block is designed for use in skylights, both structurally and optically. It is 12 inches square and four inches thick. The block was designed to overcome condensation, glare and heat gain and loss problems. A fibrous glass screen is sealed in the block, creating a double cavity; this gives higher insulating characteristics to the block and offers good daylighting control by diffusing light.

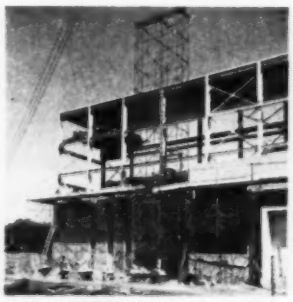


AB14048—TAPE RULE—Carlson & Sullivan, Inc., Dept. AB, 1714 California Ave., Monrovia, Calif. This 10-foot rule has a 3/4-inch white blade which is designed to extend further without buckling. It is useful in extending overhead and reach-in measurements. Lower edge of blade is graduated in inches, top edge in feet, giving user accurate conversion at once. Rule has automatic brake, centralized coil control and easy to read black markings on white surface. Swing tip assures further accuracy.

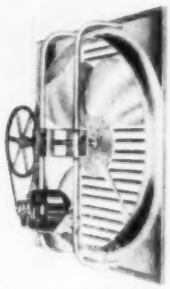
AB14085—TUBE LEVEL—Hydrolevel, Dept. AB, 59 DeSoto Ave., Ocean Springs, Miss. This device is a development of the simple tube level and has features which permit one-man operation outside, inside, down in an excavation or up under a ceiling. Hydrolevel is durable and compact, with no delicate parts to get out of adjustment. Its simplicity of operation makes it a mechanic's tool and frees engineers from close supervision of work crews. Is flexible, economical as a secondary level.



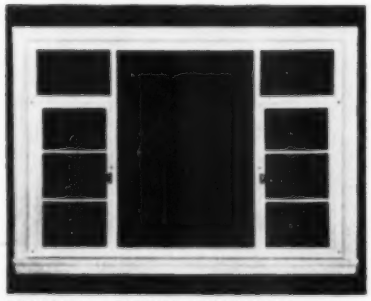
AB14398—AIR CONDITIONING FURNACE—H. C. Little Burner Co., Inc., Dept. AB, San Rafael, Calif. An oil furnace designed for first-floor installation in a closet or small utility room saves needed floor space. Suited both to new construction and remodeling, this winter air conditioning furnace is a compact unit, 27 1/2x30x60 inches. It is listed by Underwriters' Laboratories for one inch clearance on sides and back. Automatic controls have filtered forced air circulation. Output rating is 82,000 Btu's per hour.



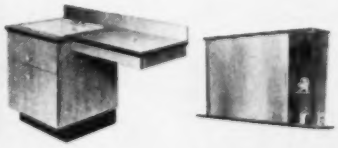
AB14358—MATERIAL HOIST TOWER—Safway Steel Products, Inc., Dept. AB, 6234 W. State St., Milwaukee 13, Wis. Medium-duty tower features fast erection, strength and quiet operation. It is 68 feet high and is useful in streamlining the material handling problem on construction jobs. Tower is made of high carbon tubular steel; end frames, made of six welded components, add rigidity and simplify handling of tower parts. Metal parts are corrosion-resistant treated. Tower has capacity of 3,100 pounds per hoist.



AB14324—WINDOW FAN—Murray Company of Texas, Inc., Dept. AB, 177 Harris St., Atlanta, Ga. Two new fans have been added to this company's line. One is a 16" window fan, shipping weight 54 pounds, which is portable and appointed to blend with surroundings. This ventilator is equipped with a handy carrying handle so it can be moved from room to room. It is quickly and easily installed in the window as an exhaust fan and easily removed from window for use as a floor circulator. The other is a 30" window fan.



AB14096 — PICTURE WINDOWS — Brown-Graves Co., Dept. AB, Akron 1, Ohio. Known as the "34-B," this new picture window in the Bee Gee line features a new sash design that gives a lighter, airier appearance. It is supplied ready-glazed with double-strength "A" glass, and is a complete unit ready to set in the wall. Frame, fitted sash, copper screen and all hardware are installed at the factory. Brick opening on the "34-B" is 6' 0 7/8"x4' 4". Stud opening: 6'x4' 2 3/4". Sash size: 5' 9 1/8"x3' 11 3/8".



AB14376—PLASTIC CABINETS—Atkins Plastic Products Co., Dept. AB, 103 101st St., Ozone Park, N. Y. Matching plastic medicine cabinet and vanity are well suited for modern home bathrooms. Cabinet is laminated plastic covered wood, designed for surface installation; offers nearly 1,000 square inches of unbroken mirror surface, nine lineal feet of adjustable shelf space. Hamper-style vanity is finished inside and out with laminated plastic; practical two-door clothes hamper makes use of limited bathroom space.

AB14312—SLIDING GLASS DOOR—Malibu Manufacturing Corp., Dept. AB, P. O. Box 11515, Briggs Sta., Los Angeles 48, Calif. These doors now feature an adjustable lock with a special safety arrangement that prevents damage to the lock when lock is in locked position when closing. Also adjustable bottom rollers accessible from the rear permitting vent adjustment to give a parallel fit with locking jamb. Positive firm adjustment by means of an adjustable top guide. Screen rollers easily adjusted by loosening nut, and sliding roller assembly up or down in slot.

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Republic Steel Kitchens!

DESIGNED, BUILT, AND PRE-SOLD BY ONE OF THE WORLD'S LARGEST STEEL COMPANIES

It takes *quality* features to sell homes in today's tightening market. Quality is a standout feature of Republic Steel Kitchens—in design, in construction, in trim modern beauty, and in service.

But, there's more to it than that, *for you.*

Republic—one of the world's largest steel companies and a pioneer in steel kitchen manufacture—gives you true mass-production economy. Deluxe features, widest range of sizes and models, "custom-built" flexibility, at a price as low as ordinary kitchens. Beyond that, Republic has a program for builders, including kitchen planning tools and *assured service,* unrivaled in the industry. See your distributor for the facts, or write Berger Manufacturing Division, Republic Steel Corporation, 1022 Belden Avenue, Canton 5, Ohio.

See for Yourself at the

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BOOTHS 441-442

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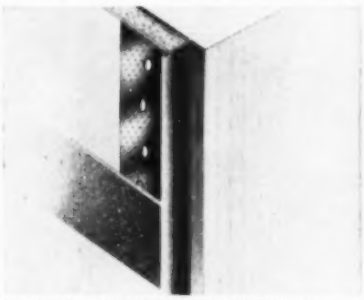
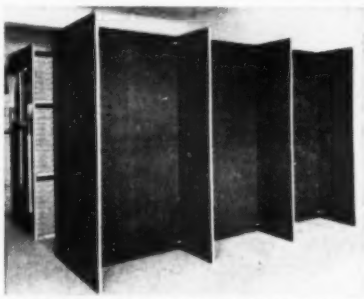
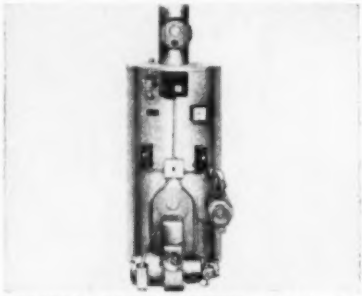


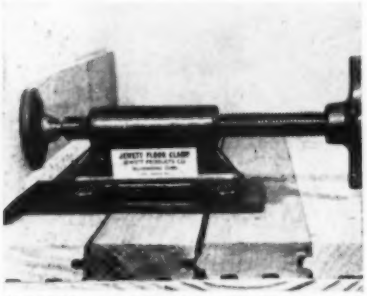
AB14411—WALL BOARD CASING—Drywall Trim, Inc., Dept. AB, 2408 N. Farwell Ave., Milwaukee 11, Wis. New square "Edge Guard" is an improved steel casing that gives a protective, finished edge to wall board at door jambs or windows. Made in sizes for 3/8-, 1/2-, and 5/8-inch board, the casing can be installed quickly simply by butting at corners and then nailing through wall board into stud. An added feature is the knurling for good spackle adhesion.



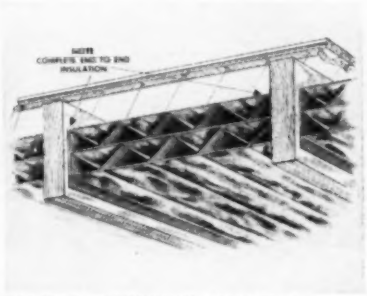
AB14189—PERFORATED PANELING—B. B. Butler Mfg. Co., Inc., Dept. AB, 3150 Randolph St., Bellwood, Ill. A new Peg-Board storage unit is designed for maximum 1,000-pound distributed load per shelf. In less than 30 minutes, two men using no tools can set up a two-sided, six-section unit containing 384 cubit feet of storage space. Shelves are hung simply by inserting shelf-hangers in holes. They lock into position. Uprights and shelves can be ordered to construct units to fit specific storage needs.



AB14034—BOILER-BURNERS—Aldrich Co., Dept. AB, 111 Williams St., Wyoming, Ill. These units were developed to furnish a compact hot water heating system. They are available in five sizes as standard, packaged or enclosed packaged units, supplying from 440 to 1,120 square feet of radiation. Multiple-flue tube construction, with special baffles installed inside each tube to force hot gases into contact with tube walls, permits maximum heat extraction and quick transfer of heat to water.



AB14363 — FLOORING CLAMP — Jewett Products Co., Dept. AB, Woodbridge, Conn. This device eliminates the need for a helper to hold a pinch bar or other prying tool when carpenters are squeezing up the last boards of a floor for surface nailing. The floor layer simply drops the tool into place and tightens the hand screw, and the loose boards are pressed together and held tightly and safely for fastening. Use of tool assures considerable saving in labor and eliminates damaged walls. Clamp of forged steel.

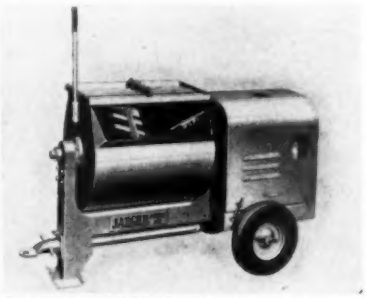


AB14235—ALUMINUM INSULATION—Infra Insulation, Inc., Dept. AB, 525 Broadway, New York 12, N. Y. An improved form of multiple accordion aluminum insulation is available which gives complete insulation coverage over the entire surface it shields. The edges are vertical, at right angles to the rest of the insulation, and in close, parallel proximity to joists or studs. Depth of edges is uniform with rest of insulation for its full width. Condensation formation, heat and vapor flow are retarded along entire surface.

AB14393—GAS FLOOR FURNACE—Empire Stove Co., Dept. AB, Belleville, Ill. New furnaces are of the shallow type, embodying all present features, plus many additional ones of the manufacturer's floor furnaces. An improved "vertical type burner is used. Furnaces are available in 25,000, 35,000, 50,000 and 68,000 Btu inputs. Units are finished in baked green enamel. They are designed to eliminate expansion and contraction noises usually common to heating appliances manufactured from sheet steel.

AB14080—SHADOW-LINE ROOF—GBH-Way Homes, Inc., Dept. AB, Walnut, Ill. A 24x40-foot, three-bedroom house with basement is designed with special shadow-line gable. These gables, with extended cornice to protect windows and doors from direct rays of the sun in summer and from inclement weather in winter, are a specialty with GBH. The house has flush doors throughout, aluminum insulation in sidewalls and two-inch blanket insulation in ceiling. Bath is lined with neutral color tile-board for four feet up.

AB14325—FIR PANEL PLYWOOD—St. Paul & Tacoma Lumber Co., Dept. AB, Tacoma 2, Wash. A new "brushed grain" paneling is Tree Life brand Moire fir plywood. Texture created by wire brushing adds a third dimensional effect with natural highlights and shadows. Moire can be used for wall paneling, built-ins, gable ends, fences and exterior trim. Panels available in two appearance grades in standard 4x8 foot panels 5/16 inches thick. One piece, all-heartwood face veneers are selected for uniformity of grain; core voids eliminated.



AB14100—MORTAR MIXER—Jaeger Machine Co., Dept. AB, 521 Dublin Ave., Columbus 16, Ohio. Model 3½PM, plaster mortar mixer, is one of the newest products in the line. The mixer is used by plaster contractors and also by masonry contractors for mixing mortar for laying up brick, concrete block, tile, etc. The mixer has a capacity of 3½ cubic feet per batch for mixed ingredients and is powered with a Wisconsin air-cooled engine. Company also makes self-priming pumps, portable compressors, other construction machinery.

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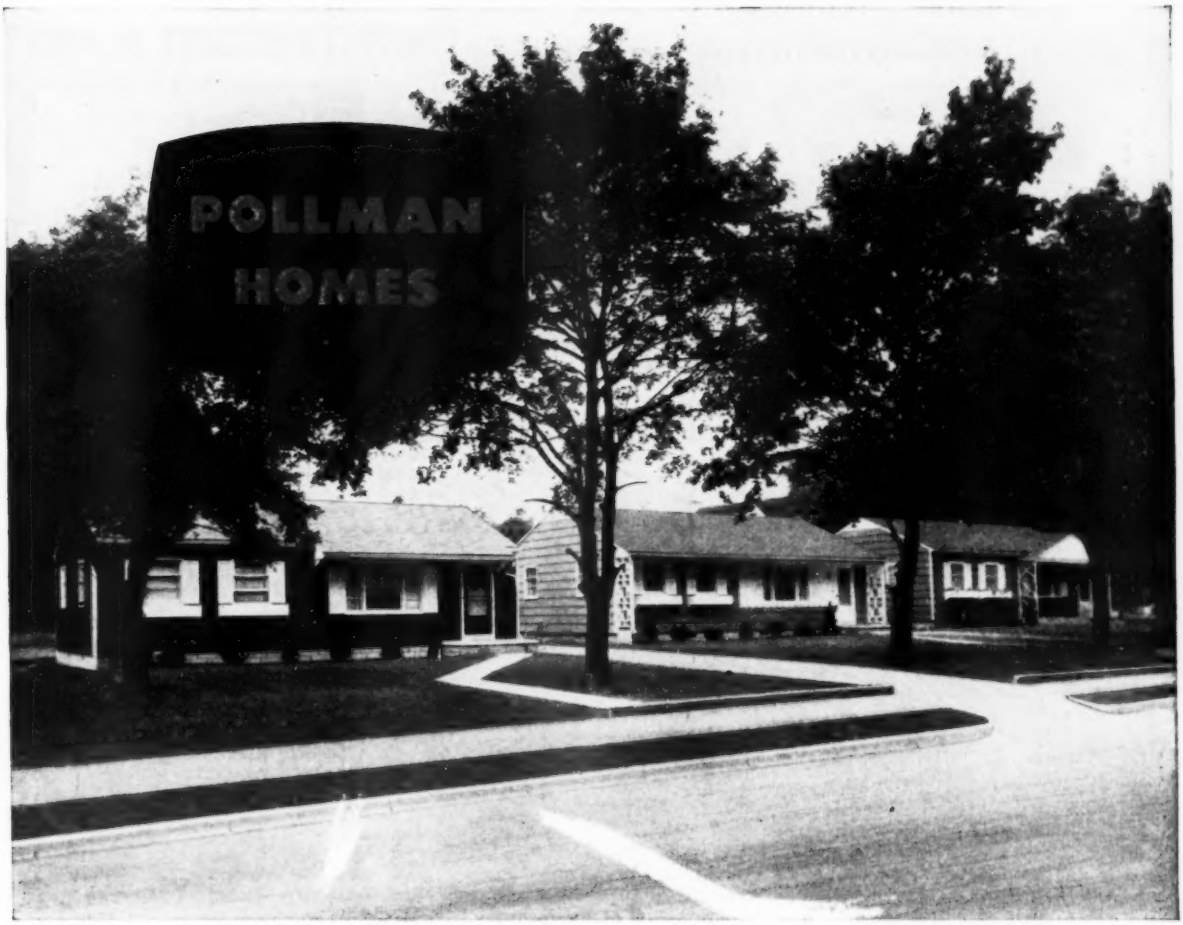
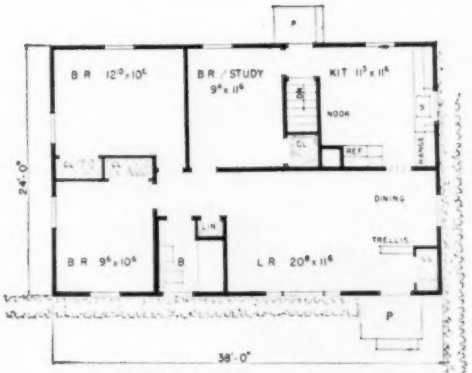


Look Close!.. they're factory assembled

Here's custom styling—plus the advantages of cost-cutting factory assembly. Note the clean modern design, a trademark of Richard B. Pollman, creator of some of America's most salable small homes. Housewives like the efficient floor plan—a practical answer to the demand for convenient living and plenty of storage at a modest price. Hundreds of builders have proved Pollman Homes are profitable to build—easy to sell—easy to finance. Accepted by FHA and VA for financing they are a sound investment for the future.

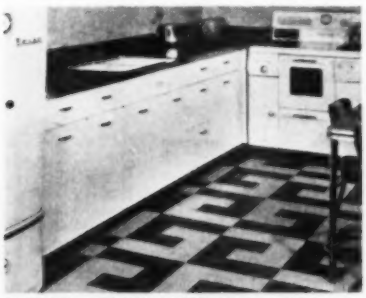


For builders in southern and gulf coast states Thyer offers Southerner Line—a complete line of Pollman Homes designed for warmer climates and manufactured at Collins, Mississippi.

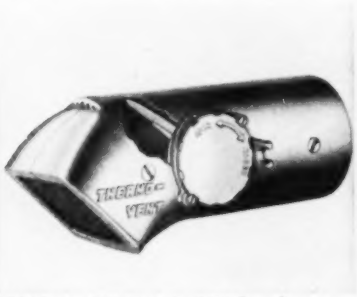
THYER MANUFACTURING CORP.

2854 Wayne St.
Toledo 9, Ohio

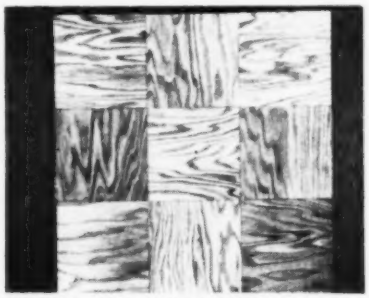
418½ E. Pearl St., Dept. S
Jackson, Miss.



AB14078—PLASTIC-ASBESTOS TILE—Flintkote Co., Tile-Tex Division, Dept. AB, 1232 McKinley Ave., Chicago Heights, Ill. Flexachrome vinyl plastic-asbestos floor tile is offered for the kitchen or for installations throughout the entire house. It is greaseproof and resists acids and alkalis. There is a wide choice of colors including marbleized designs. Color and marbleization go all the way through each tile and are not a coating or lamination. It is recommended also for basement installations.

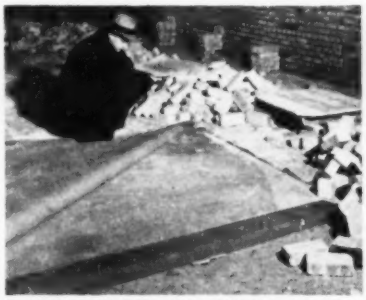


AB14040—FRESH AIR INTAKE—Damp-Vent Co., Dept. AB, Bettendorf, Iowa. Automatic control called Thermo-Vent supplies house with fresh air day and night the year around. Device is automatically opened and closed by a sealed thermostat. Regardless of varying temperature conditions, unit constantly controls fresh supply of home air. It opens as temperature rises and closes to keep out cold. Air is constantly recirculated throughout home enabling realization of considerable fuel savings.

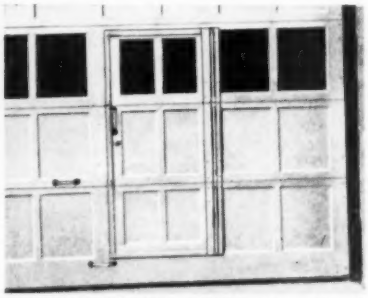


AB14318—BLOCK FLOORING—Connor Lumber and Land Co., Dept. AB, P. O. Box 112-G, Marshfield, Wis. "Lay Bloc" laminated Wisconsin oak flooring, pre-finished in unit blocks, is not subject to swelling or shrinkage. Manufacturer also makes "Laytite" line of Rock Hard Maple and birch, regular strip for nailing and pattern items for nailing or in mastic over concrete. Eased edges prevent pinching of paper, speed up floor laying, tend to make more even floors. Nailing groove hides all nail heads.

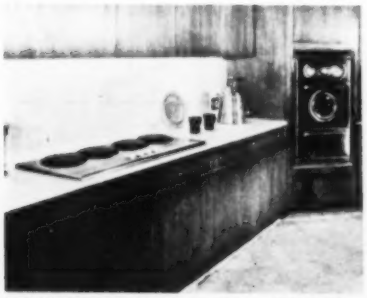
AB14185—POWER FASTENER—Ramset Fasteners, Inc., Dept. AB, 12113 Berea Road, Cleveland 11, Ohio. The new Jobmaster 3/8-inch barrel assembly (bottom) shown next to the standard 1/4-inch barrel Jobmaster, nearly doubles the applications for this powder-actuated fastener. After a minor modification needed for some standard Jobmasters now in the field, the two barrels can be readily interchanged on the job. Ramset Division of Olin Industries, Inc., is one of the largest producers of powder-actuated tools.



AB14044—PROTECTIVE PAPER—The Richkraft Co., Dept. AB, 510 N. Dearborn St., Chicago 10, Ill. Skufpruf paper is designed to protect brick courses in winter after work has ceased for the day, to prevent freezing rain and snow from getting into the courses. Paper acts as a positive stop against the weather. It can be used to cover poured concrete slabs, for closing in new construction when weather might delay the job. Also recommended as a material and equipment cover. Available in rolls 3 to 8 and 10 feet wide.

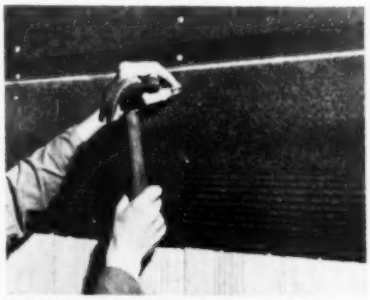


AB14117—WICKET DOOR—The Howell Manufacturing Co., Dept. AB, Cottman St. and Hasbrook Ave., Philadelphia 11, Pa. The wicket or pass door now built into the Howell-Dor upward acting garage door has 12 gauge steel hinges for precision operation. The pass door is 30x65 inches and can be installed in sectional upsweep doors from six feet wide and as low as seven feet in height. The pass or wicket door can be made in any size and installed in any part of the garage door. Installation time is at a minimum.



AB14407—BUILT-IN GAS RANGES—Western-Holly Appliance Co., Dept. AB, Culver City, Calif. This custom-designed equipment is available in stainless steel (shown) or white and pastel colors of yellow, green or blue porcelain enamel. The built-in cook top unit gives more work space around the cooking center. Utensil storage space is provided where it is needed, in cabinets, under the cook top. Automatic oven and broiler unit may be installed in a wall or cabinet at the height and location most convenient.

AB14039—CONVECTOR RADIATORS—Bush Manufacturing Co., Dept. AB, South St., West Hartford 10, Conn. These elements are constructed of seamless copper tubes, aluminum fins and heavy copper tubular headers. Tubes and headers are joined with solder. Tubes are mechanically expanded into fins having dieformed hole collars which provide permanent fin-to-tube contact area. Toppings are available for two-pipe steam (vapor-vacuum) and two-pipe hot water heating systems as well as special elements for one-pipe steam systems.



AB14321—UNDERCOURSING STRIP—The Ruberoid Co., Dept. AB, 500 Fifth Ave., New York 36, N. Y. Shadowedge is a new 12"x36" asphalt undercoursing strip. It tapers from 1/16" at head to 5/16" at butt. The thick lower edge thrusts the lower edge of the siding shingle forward, creating a deep-shadow effect. The company claims that because Shadowedge is essentially an asphalt weather strip, it gives added insulation, greater weather protection and provides a cushion for the overlapping course of siding, effecting tighter nailing, less breakage.

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LATEST BUILDING Edition

FLORON FLASH

WEATHER: *Favorable for Installing Floors*

Vol. 4 San Francisco, California

BUILDERS PRAISE NEW PLASTIC TILE!

Pabco Floron Offers Beauty, Resiliency Even Over Concrete

A perfect answer to the problem of creating comfortable, colorful, easy-to-clean floors that are economical and long-lasting has been developed by Pabco Products Inc. It's sensational new Pabco Floron Tile, acclaimed enthusiastically by architects, builders, commercial and institutional buyers.

Easily installed on any floor, including grade-level concrete slabs, this new plastic tile solves the "Big 9" complaints about commercial floor tiles. Floron eliminates objections about "priced too high; can't install on grade; not resistant to rot; too hard on feet; indents too easily; unmatched joints; unattractive colors; installation cost too high; or difficult maintenance."

Tough and long-wearing, yet resilient, Floron gives excellent resistance to alkali, acid and grease. It withstands dampness and rot; the surface resists indentation. Its attractive brushed design is available in seven rich colors to blend well into any color scheme.

The result of five years of intensive research by Pabco's laboratories, this great new plastic tile outscores all other floor tiles in actual on-the-job installations, as well as rugged laboratory tests.

For complete details write:

PABCO PRODUCTS INC.
475 Brannan Street
San Francisco 19, Calif.

Chicago 54 **New York 16**

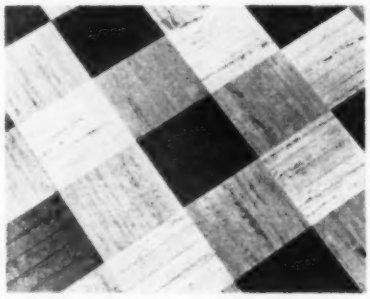
PABCO—Home of "California Originals" Linoleum, "Pebbletone" Linoleum, "Onyxtone" Linoleum, "Calitone" Linoleum Tile, Pabco Rubber Tile (Western states only), Mastipave & enamel surface floor coverings.

PABCO FLORON—THE ALL-PURPOSE FLOOR—The phenomenal success of Pabco's new plastic tile across the country is attributed to its versatility. Beautiful in design and color, tough in wearing qualities, so simple to maintain, and, best of all, so suprisingly low in price—Pabco Floron Tile has proved the ideal floor covering for offices, stores, schools, hospitals, restaurants, hotels, motels and homes. Seven colors are available—gray, light green, dark green, cocoa and yellow, coral gray, woodtone, and red.

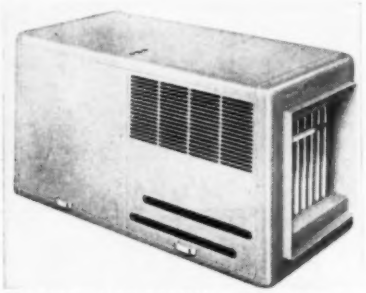
"Big 9" Complaints on Floor Tiles Answered by Floron

1. **NO COMPLAINTS ABOUT PRICE**—A plastic tile that costs only pennies more than standard-gauge linoleum.
2. **NO COMPLAINTS ABOUT CONCRETE INSTALLATIONS**—Designed for direct application over concrete. Ideal for wood floors, of course.
3. **NO COMPLAINTS ABOUT ROT**—Exclusive rubberlike water-resistant backing unaffected by dampness or rot . . . even over grade-level slab concrete.
4. **NO COMPLAINTS ABOUT TIRED FEET**—Backing has surprising "spring." Gives Floron amazing resiliency for comfort underfoot.
5. **NO COMPLAINTS ABOUT INDENTATION**—Resilient yet mirror-smooth surface resists indentation.
6. **NO COMPLAINTS ABOUT UNMATCHED TILE JOINTS**—Tiles don't expand or contract. Can be laid simply and quickly with T-square precision. Seams are virtually invisible.
7. **NO COMPLAINTS ABOUT MAINTENANCE**—Extreme alkali, acid and grease resistance minimizes cleaning. Smooth non-porous surface defies "enemies" of many floorings.
8. **NO COMPLAINTS ABOUT LACK OF BEAUTY**—Smart decorator colors featured in Pabco's beautiful brushed directional design.
9. **NO COMPLAINTS ABOUT INSTALLATION COSTS**—Floron lays quickly—easily. Precision-fitted tile that is so simple to trim cuts down installation time and wasted tiles.

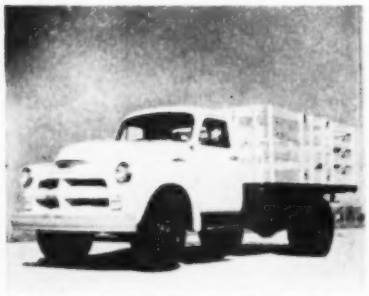
AB14026—ELECTRIC JIG SAW—Dalton Mfg. Co., Dept. AB, 20 S. Central Ave., St. Louis 5, Mo. This unit is designed to do work of a rip, cross-cut, coping, jig, scroll, band and keyhole saw. It can be held and guided with one hand, comes with five different types of blades for cutting wood, plastics, composition, etc. Saw can rip and cross cut 2x4 s, thus is useful on new construction and repair projects. It can saw circles, curves and in inaccessible locations. Saw makes own starting hole for inside cuts.



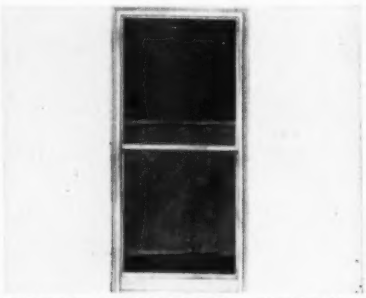
AB14248—PLASTIC FLOOR TILE—Mastic Tile Corporation of America, Dept. AB, Joliet, Ill., or Newburgh, N. Y. "Parquetry" Tile is a plastic-fortified flooring made in 9x9 inch size, 1/8-inch thick. In random shades of oak, maple, mahogany and walnut, the tile simulates the beauty of wood parquet flooring. Shades can be used individually or together in a striking random pattern. Tile can be installed on, above or below grade. It installs easily and quickly and is easy to keep clean; resists scratches, stains.



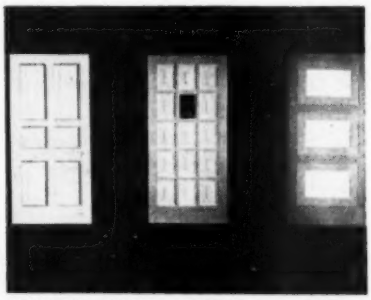
AB14088—HORIZONTAL FURNACE—Reznor Manufacturing Co., Dept. AB, Mercer, Pa. The Reznor PAC (Package Automatic Comfort) is a completely enclosed unit designed to serve all conventional perimeter, microduct and special forced air heating requirements. Everything, including controls, is included and enclosed within the compact case. Features include: Reznor Air-Form heat exchanger, centrifugal blower, air filter channels and automatic control system. Small dimensions and appliance-styled look.



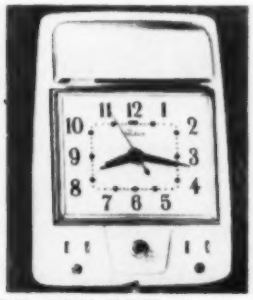
AB14177—HEAVY-DUTY TRUCK—Chevrolet Motor Division, Dept. AB, General Motors Bldg., Detroit 2, Mich. The stake bodies in the 1954 Chevrolet truck line have greater loading space with platforms both longer and wider inside the racks. Platform heights are lower, making it easier to load. New power is provided with the three new engines which combine greater horsepower with more economy. The cab gives increased comfort and safety. Photo shows the 12-foot stake body on heavy-duty chassis in the 6400 series.



AB14181—STORM-SCREEN WINDOW—Alumatic Corp. of America, Dept. AB, 2081 S. 56th St., Milwaukee, Wis. Alumatic's 3-track aluminum storm-screen window features a patented action for smoother operation and three full tracks for easier changing every season. Alumatic also offers a new Royal combination storm-screen door made of hollow aluminum extrusions, light in weight but durable. Storms can be changed to screens in a few minutes. Line has a clean-cut functional look suitable for any home.



AB14402—PANEL ENTRANCE DOORS—M and M Wood Working Co., Dept. AB, 2310 N. Columbia Blvd., Portland, Ore. A series of new panel entrance doors in eleven selected designs has been introduced. Architects now may choose panel doors created to suit modern, contemporary and ranch style architecture. The designs are, in most instances, interchangeable to an extent with various types of architecture. Some will work equally well in ranch style and contemporary homes, others will fit contemporary or modern.



AB14247—WALL CLOCK—Telechron Department of General Electric Co., Dept. AB, Ashland, Mass. The "Tel-in-Wall" is a built-in electric clock with night light and two appliance outlets. It is being used in several "Trade Secrets" and many other model homes. The compact unit, which shows no cord, was planned especially for bathrooms and kitchens. Case is white plastic, 7 1/8 inches high by 4 7/8 inches wide; dial is white with black numerals and red hour dots; hands are black, except sweep second, which is red.

AB14198—HOME SWITCH CONTROL—BullDog Electric Products Co., Dept. AB, Box 177, Detroit 32, Mich. BullDog Pushmatic Electri-Centers are the modern version of the old-fashioned fuse box. They eliminate fiddling with fuses. When lights or appliances suddenly go off, one of the buttons in the Electri-Center indicates "Off." Once the trouble is fixed, this button is pushed to restore the current. There is a separate Pushmatic to cover every circuit. When extra circuits are added, units to protect them can be added.

AB14303—FIREPLACE UNIT—Superior Fireplace Co., Dept. AB, 1708 E. 15th St., Los Angeles 21, Calif. Heatform fireplace delivers four to five times more heat than a standard fireplace. It is built with furnace principles. It has double metal walls with spacious air heating chambers which surround the lower firebox and upper throat. Cool air is drawn from the floor into the lower portions of the heating chambers. There it is heated by contacting the hot metal, and returned into the room by outlet grilles on face or sides.

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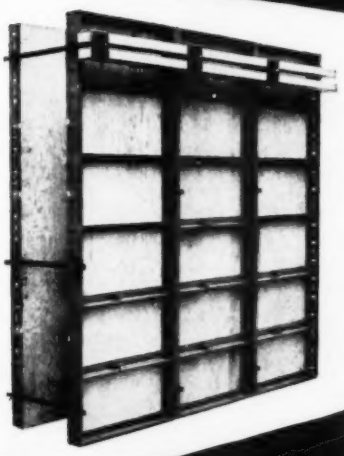

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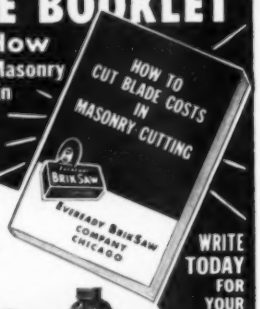

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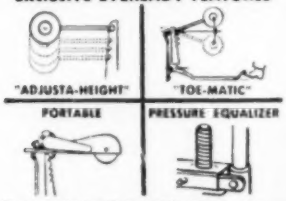

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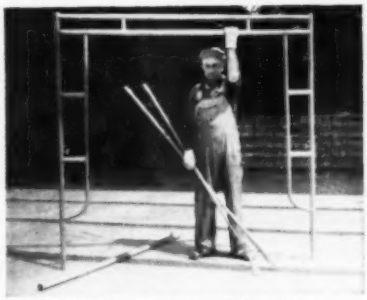
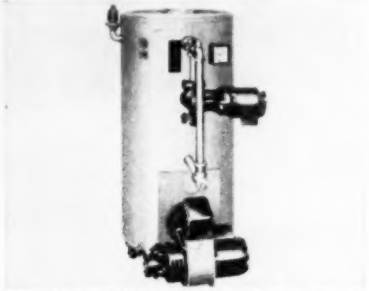
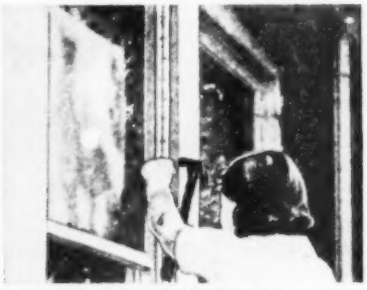


AB14075—TUBULAR PANEL—Bil-Jax, Inc., Dept. AB, Archbold, Ohio. An open-type panel that permits free passage through scaffolding. Made of tubular steel, the panels are 6½ feet high and available in various widths from 3 feet to 5 feet. When connected by scissors braces they can be used for sidewalk bridging while serving as the ground tier of scaffolding. The upper tiers of scaffolding may be made up of additional open-end panels, or of ladder-type end panels, depending on job needs.

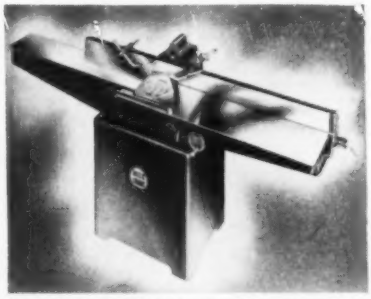


AB14045—STEEL BOILER—United States Radiator Corp., Dept. AB, 300 Buhl Bldg., Detroit 26, Mich. Packaged boiler-burner unit is designed for forced hot water heating systems. It is shipped completely pre-assembled, with jacket, oil burner, combustion chamber, circulating pump and all necessary controls. Boiler is 49 inches high, 22 inches in diameter, will fit into utility room or closet. Unit is designed for over-firing to provide extra heat when needed in very cold weather.

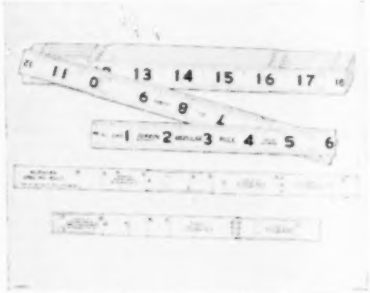
AB14186—HYDRAULIC CRANE—Bucyrus-Erie Co., Dept. AB, South Milwaukee, Wis. There is a new improvement in the boom design of the Bucyrus-Erie H-3 Hydracrane, which cuts down on weight while providing extra strength for handling tough jobs. Sides of the boom are punched with circular holes which lighten yet leave a strong, web-like construction. Both upper and lower boom sections are made of two formed steel channels welded together to form a box section. The new boom retains the telescoping action.



AB14037—WEATHERSTRIP—Robert N. Baltz & Co., Dept. AB, 1009 Harvard Terrace, Evanston, Ill. All-metal weatherstrip assures better heating, ventilating and air conditioning at low cost. The product is made of two nine-gauge zinc interlocking members forming a draft control for use on new or old windows. Surface installation seals window or door against moisture, rain and dust, besides keeping homes warmer in winter, cooler in summer. Product can be applied without removing sash; is nearly invisible.



AB14108—JOINTER—Boice-Crane Co., Dept. AB, 966 Central Ave., Toledo 6, Ohio. This welded all-steel 6- and 8-inch jointer has long fences and tables. The steel units weigh less than cast iron and are undergirded the full length of the table. The overhanging ends will not spring when jointing heavy timbers. Knives cut to exact depth within .002 to .003 inches. The 6-inch cutting head is 3¼ inches in diameter and has three cutting knives. The 8-inch jointer has four cutting knives. Three machines are offered which take all lengths of lumber.



AB14382—MODULAR SPACING RULE—The Lufkin Rule Co., Dept. AB, Saginaw, Mich. One side of this rule is marked with a 16-inch repeating series of numbers that show the vertical coursing for these modular masonry units: concrete block and glass bricks, facing tile, economy brick and small facing tile, engineered, standard and Roman brick. The first section is 4 inches long which permits butting the rule on the first 16 inch module. As other sections are 6 inches long, rule can be used for spacing 6- and 12-inch glass blocks.

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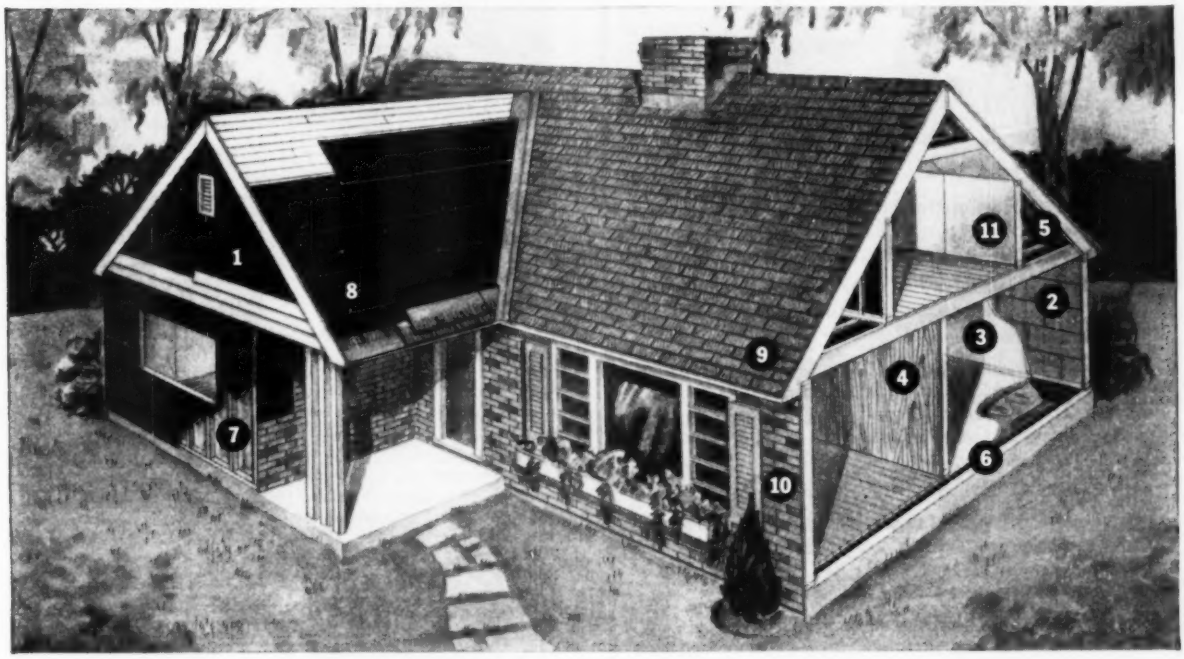
1. **Weather-Shield® Gypsum Sheathing.** Water-repellent, tongued and grooved, easy and economical to erect.
2. **Beaver® Gypsum Lath.** Plain and perforated.
3. **Gypsum Wall Plasters.** Well-known brand names: Acme,® Agatite,® Beaver,® Certain-teed® and Lite-Mix — basecoat, finishing, gauging and molding plasters. Also Kalite® acoustical plaster.
4. **Bestwall® Gypsum Wallboard.** Comes in handsome wood-grain finishes: knotty pine, ribbon mahogany, figured aspen. Also in plain finish which can be easily decorated. With or without aluminum foil back.



For a new basement game room, a new attic bedroom, a new roof or a new wing—whatever the remodeling job—count on Certain-teed building materials to help you build customer satisfaction. If you're not familiar with all these Certain-teed products, write for the facts now. And be sure to see us at Booth #248, N.A.H.B. Show.

5. **Certain-teed Fiberglas* Insulation for Walls and Ceilings.** Batts, blankets and pouring wool complying with Federal Specification HH1-521. Famed moisture-resistant Fiberglas insulation will outlive the house.
6. **Certain-teed Fiberglas Insulation for Perimeter.** Ideal for surface insulation in homes without basements.
7. **Beaver® Fireproof Insulating Gypsum Lath.** Has aluminum foil back for insulation and as a vapor barrier. Every piece marked for easy identification in place.
8. **Certain-teed Asphalt Felt.** A high quality roofing felt, thoroughly saturated with asphalt. Durable, economical.
9. **Woodtex® Fire-Resistant Shingles.** Certain-teed's exclusive asphalt shingles with the built-up graining and deep shadow lines. In a variety of distinctive blends, including pastels.
10. **Certain-teed Asphalt Sidings.** Fire-resistant, weatherproof, attractive, long wearing. Also Asbestos Cement Siding Shingles.
11. **Firestop Bestwall® Gypsum Wallboard.** One-hour fire resistance in ¾" thickness. In plain finish. Can be painted, papered, decorated as you will.

*Trade-Mark OCF Corp.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain ... Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42nd ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES • GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS • FIBERGLAS BUILDING AND ROOF INSULATIONS

GET IMPORTANT TIME AND COST SAVINGS

Set Tile The

MIRACLE® 'THIN-SET' Way

The Miracle 'Thin-Set' method of installing tile has been proven in thousands of installations in bathroom units and all kinds of other ceiling, floor, counter, and decorative areas, since 1937.

■ You quickly, permanently install tile over gypsum board, plaster, plywood, cement asbestos board, and concrete-vertical or horizontal surfaces.

■ You don't need heavy construction equipment or bulky setting materials. The Miracle 'Thin-Set' method reduces dead weight 12 lbs. per sq. ft. You cut way down on weight of materials to be transported, stored, hoisted, and handled.

■ You speed jobs substantially. You use more economical base materials. You cut costs as much as 20% per job!

■ All your setting material supplies may be secured from Miracle Adhesives Corporation: leveling, priming, setting, grouting, and caulking — made by Miracle Adhesives Corporation to work together to give you best possible jobs at lowest possible costs.

Important: Be sure the adhesive you use bears this hallmark, as issued by the United States Department of Commerce. Miracle Tile Cements comply with all Commercial Standard Specifications for "water resistant organic adhesives for installation of clay tile."

FREE: New 20-page brochure describes Miracle 'Thin-Set' method of installing clay tile. First authoritative brochure on 'Thin-Set' method ever published, with 20 full pages of facts and illustrations. Shows how to install clay tile quickly, permanently at minimum cost. Detailed, 2-color isometric drawings. Write today for your free copy to Dept. AB-1.

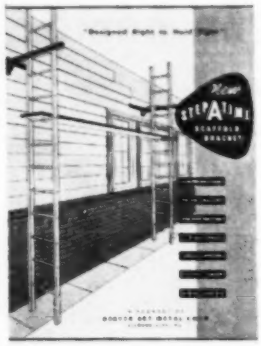
Miracle Clay Tile Cement available in floating type, buttering type and floor type — in light color or black. All are waterproof rubber resin adhesive formulations — the finest available.

MIRACLE ADHESIVES CORP.

214 E. 53rd Street • New York 22, N. Y.

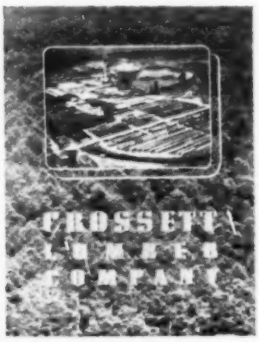
Catalogs —

and Manufacturers Literature



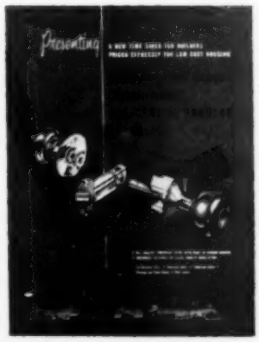
453—SCAFFOLD BRACKETS—proven maintenance and erection tools which provide one-man, time-saving erection of scaffolds and hoisting towers. Four-page folder shows, with line drawings and pictures, erection methods and on-the-job applications. Brackets fasten to any surface with 16d nails or similar hardware. They are made of steel with angle braces welded to frame; sold in pairs, one right and one left hand. Beaver Art Metal Corp., Dept. AB, Ellwood City, Pa.

454 — WOOD CABINET KITCHENS—16-page catalog in four colors presents modern kitchen layouts, stressing efficiency of work centers to save unnecessary steps. New laundry units include slide-out ironing board, clothes drying rack and laundry cart. Catalog also presents 15 effective color combinations useful in kitchen planning. Do's and dont's of layout also included, with pictured suggestions of kitchen conveniences in actual installations. The Kitchen Maid Corp., Dept. AB, Andrews, Ind.



455 — ARKANSAS SOFT PINE—its uses, wide application, versatility, how it is being conserved and its sources of supply are brought out in this attractive 30-page brochure. Logging of this widely used product is carried out on a sustained yield basis. Its manufacturing methods and equipment are described. Such uses as for sheathing and subflooring, interior woodwork, and millwork cut stock are given. Crossett Lumber Co., Dept. AB, Crossett, Ark.

456 — RESIDENTIAL LOCKSETS—available in brass or aluminum with matching decorative handles and escutcheon are offered in this six-page, three-color folder. Construction features, including cutaway drawings of knobs, tumbler cylinders, steel cases are given. Installation procedure, showing step-by-step method with templates also included. The Yale & Towne Mfg. Co., Yale Lock & Hardware Div., Dept. AB, Stamford, Conn.



♦ FOR MORE INFORMATION USE COUPON, PAGE 264

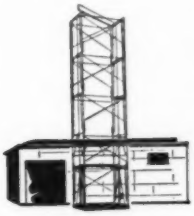
BUILDING BUY-WORDS

by Herb Willson

An Advertising Page.

ELKAY'S STAINLESS STEEL LUSTERTONE SINKS add the loveliness that attracts the women's eyes . . . the permanence that attracts the men's pocketbooks. Once a Lustertone sink has been installed in a kitchen, it never has to be replaced . . . Elkay guarantees it to outlast the home! This fact, plus the sparkling, easy to clean luster of genuine stainless steel, can be a mighty good sales point for your prospects. There is a model and size for every kitchen and, don't let price worry you. ELKAY LUSTERTONE Stainless Steel sinks generally cost no more than colored porcelain sinks. Ask about LUSTERTONE and the marvelous new ELKAY DURATONE sink and counter tops of beauty bonded Formica on steel. Stop at Booth 460, Sherman Hotel during the Home Builders Show, or write Elkay Mfg. Co., 1854 S. 54th Ave., Chicago 50.

AN IN-SINK-ERATOR IN THE KITCHEN will many times mean the difference in the prospective "lady of the house" being enthusiastic or simply interested in the new house you have to offer. One thought goes through her mind when she sees an IN-SINK-ERATOR: "No more garbage!" It's a wonderful and inexpensive way to get her on *your* side. And, the manufacturer has a model just for builders—Model 33. It has all the famous nationally advertised IN-SINK-ERATOR features: continuous feed, simple self-service, automatic reversing action, yet has a simple, money-saving arrangement for installation in new buildings where rough-ins may be controlled. See us in space 130, Conrad Hilton Hotel during the National Builders Show or write In-Sink-Erator Mfg. Co., Racine, Wisconsin for details.

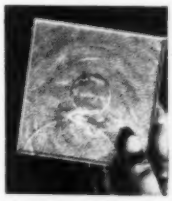


HOIST 2000 lbs. to 150 ft. maximum height with SAFWAY light duty material hoist (wire guyed) accessory kit. *Down* come scaffolding labor costs with SAFWAY . . . *up* go safety factors with SAFWAY light duty material hoist accessory kit used with SAFWAY tubular steel scaffolding. SAFWAY standard scaffolding forms the framework. The kit supplies the rest . . . cathead pulley assembly, platform guide and platform. Sectional guides furnished to fit either 5 ft. or 6 ft. 4 in. high end frames. Rent it . . . or purchase outright from one of SAFWAY'S 129 distributors near you. Need help on scaffolding problems? Write for Free facts. SAFWAY STEEL PRODUCTS, INC., 6246 W. State Street, Milwaukee 13, Wis.

SMACK IN THE MIDDLE OF WINTER and that reminds me—almost everyone insulates for heat saving—it's money in the pocket—but, many people could improve that heat saving and increase their summer comfort, too. Type (C) Richflex, a breather sheet with high reflective qualities materially improves the effectiveness of your present insulation and does an insulating job by itself. Apply it over ceiling joists or between floor joists in the attic space for increased warmth in winter and a cooler house in summer. Don't forget to overlap at the joist. Richflex also comes in type (A) a vapor barrier and type (B) with reflective qualities on one side only. The Richkraft Co., 510 N. Dearborn Street, Chicago 10, Ill., will tell you how.

SEE THEM IN CHICAGO . . . "design original" hardwood kitchens by Mutschler. At the N.A.H.B. convention this month, January 17-21 . . . or anytime in Suite 1125, Merchandise Mart. Don't miss seeing these kitchens which are being featured nationwide by editors of leading women's magazines. Their sharpening of homemaker's appetites for kitchens that are truly "showplace" will need satisfaction . . . no matter in what section of the country you do business. Mutschler custom designing costs you nothing! Specialists relieve the builder and his architect of all details in planning and installation. For full particulars, write Mutschler Brothers Company, Nappanee, Indiana.

"UNDERGATE" MOULDING SAVES YOU MONEY on every installation. That's what I've learned from builders who have standardized on Cermak's Cleveland Bevel Edge and Carra-Plas plastic wall tiles. Recently, during a trip through Cermak's plant, I saw why their exclusive "Undergate" moulding process makes these tiles easier to install. As shown in the tile here, plastic flow enters the bottom of the die cavity. Therefore Cermak tiles are absolutely square with smooth, flawless edges—no troublesome gate burrs to trim. Edge blemishes cannot develop during installation. What's more this patented plastic flow makes Cermak tiles 30% stronger. For complete information write Cermak Tile Company, Inc., 4901 Brookpark Rd., Cleveland 29, Ohio.



WITH FOUR NEW COLORS for Vinatile and Vinatop, Fremont Rubber's in the news again. Now there are *thirteen* colors—all with the exclusive Soft-Glo finish. And all thirteen are top drawing cards. Fremont watches trends, stays ahead, and produces the color-quality combinations that sell homes. With Vinatile and Vinatop you now have three big "plusses"—matching colors for counter and floor . . . the latest in color . . . the permanent Soft-Glo lustre. Should add, too—the price is right. Vinatile comes in 6" x 6" and 9" x 9" *Tru-Cut* squares. Vinatop comes in rolls, 30", 36" and 42" wide. See Soft-Glo yourself, at Fremont Rubber's booth, No. 249, N.A.H.B. Exposition, Conrad Hilton Hotel, January 17-24.

YOU KNOW—there's a big difference in portable heaters. You'll see what I mean when you compare a Herman Nelson Standard Model Portable Air Heater with any other make. This heater was tops in its field when first introduced—and now it's been redesigned and even further improved! Here's just *one* advantage—because it's powered by a dependable Briggs-Stratton gasoline engine, a Herman Nelson "Standard" needs no electrical connection. You can use it anywhere—literally! Like all Herman Nelson portable heaters, the "Standard" vents combustion products safely outside. Flexible canvas ducts direct only clean, warm air to the working area. **Send For Free Booklet Today!** Herman Nelson Div., American Air Filter Company, Inc., Dept. 401, Moline, Ill.

AND SELL YOUR HOUSES FASTER

A proven fact! Ask any builder who installs BILCO Doors. He'll tell you it's the best selling feature he ever used. Home buyers sign up fast when basements are useful, livable and safe. Don't "date" your homes — investigate America's fastest growing building product . . . the BILCO all-metal permanent door.

Direct access to the basement eliminates tracking mud and dirt through the upstairs rooms. Countless steps are saved by repairmen, servicemen and the home owner. It's the only means of installing big equipment necessary for a work shop, recreation room or extra living room.

Check all these Bilco Benefits!

ECONOMICAL!
LIFE-TIME DURABILITY!
WEATHER-TIGHT!
FIRE-PROOF!
BURGLAR-PROOF!

Bilco®

THE BILCO CO., 108 HALLOCK AVE., NEW HAVEN, CONN.

Please send me complete information on the BILCO DOOR, sizes, prices and dealers' names.

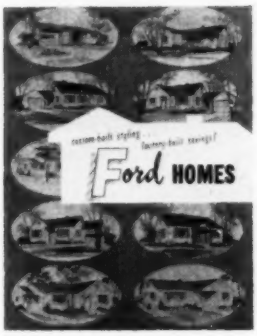
I build ☐ 10 or less ☐ 10-100 ☐ 100-500 houses

NAME _____

ADDRESS _____

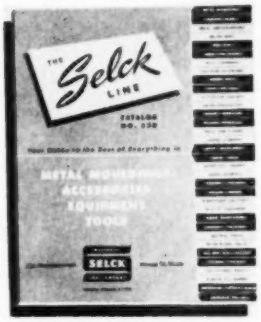
CITY _____ STATE _____

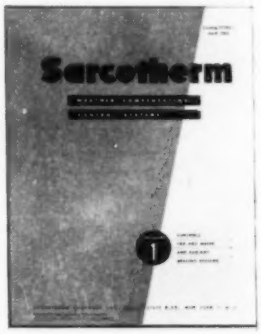
Catalogs



457 — PREFABRICATED HOMES—six-page folder includes floor plans and descriptions of eleven different two- and three-bedroom homes. Maker stresses custom-built styling, modern design and efficient planning. More than 50 basic models to choose from. Garages, attached or detached, available with exterior finishes to complement these homes which comply with NHA, FHA and U. S. Bureau of Standards requirements. Ivon R. Ford, Inc., Dept. AB, McDonough, N. Y.

458 — METAL MOLDINGS, ACCESSORIES—as well as equipment and tools are listed in this new dealer's catalog, containing prices, descriptive copy and suggested resale prices of the company's complete line, including wall and counter coverings, cabinet and kitchen hardware, adhesives, cements, workroom and display equipment, floor maintenance machines, masons' tools, sink rims and frames, etc. Walter H. Selck & Co., Dept. AB, 225 W. Hubbard St., Chicago 10, Ill.





459 — WEATHER COMPENSATION CONTROLS—16-page catalog deals with weather-compensated control systems for hot water heating, radiant heating and warm-air systems. Complete line of outdoor controls is described, together with technical data and typical specification forms, including outdoor control, outdoor-indoor control, a sensitive device for radiant heat determination, etc. Sarcotherm Controls, Inc., Dept. AB, Empire State Bldg., New York 1, N.Y.

460 — SUBMERSIBLE PUMPS—for farms, homes and industrial use are offered in this six-page folder. Complete specifications are given on all pumps of $^{3}/_{10}$ through 3 h.p. Other models are available with ratings up to $22^{1}/_{2}$ h.p. Capacities range from 300 to 30,000 g.p.h., with lifts up to 2,400 feet. Sketches show a cutaway view of a pump with a typical installation. Dayton Pump & Mfg. Co., Dept. AB, 500 N. Webster St., Dayton 1, Ohio.

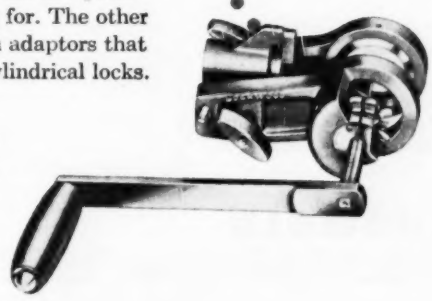
♦ FOR MORE INFORMATION USE COUPON, PAGE 264

Preview of a SMASH HIT!

LOCKWOOD'S new SPEEDRIL

SPEEDRIL takes the hard labor out of hand-boring of doors for lockset installation . . . speeds boring up to 75% over previous hand methods. Yet it's so simple, an unskilled carpenter's helper can make smooth, clean holes in perfect alignment every time.

SPEEDRIL is available in two models — one for the installation of LOCKWOOD'S new 'C' Series locksets . . . the quality line in the low price field that cost-conscious home builders have been looking for. The other is a universal model (as illustrated) which is equipped with adaptors that fit it for use with all types and sizes of LOCKWOOD cylindrical locks.



Be sure to visit the Lockwood exhibit at the Sherman if you come to the NAHB Convention. You'll find a SPEEDRIL demonstration unit on display there that you can test yourself. If you're not coming to Chicago, ask your LOCKWOOD dealer to give you complete details on 'C' Series locksets and this ingenious tool that makes their installation so simple and economical.

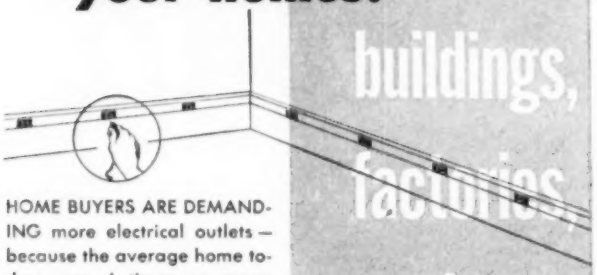
Lockwood

LOCKWOOD HARDWARE MANUFACTURING COMPANY

Fitchburg, Massachusetts

ready-wired continuous outlet system best for homes, office buildings, factories, stores, institutions

PLUGMOLD puts MORE SALES APPEAL into all your homes!



HOME BUYERS ARE DEMANDING more electrical outlets — because the average home today uses 4 times as many electrical appliances as it used a few years ago. Plugmold — the most modern wiring system for the homes you're building — gives your homes outlets all around every room, any room or any part of it. Write for full information.

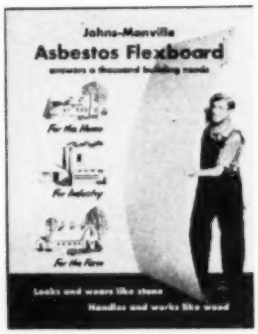
PLUGMOLD

fastest, easiest, cheapest way to more electrical outlets

The WIREMOLD Company, Hartford 10, Conn.

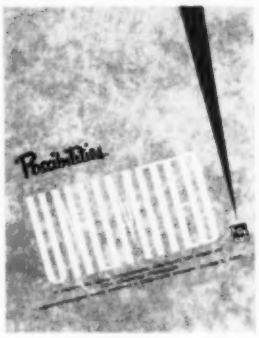
Rely on Wiremold's "Big 4" to solve your wiring problems! Plugmold Continuous-Outlet Systems — Wiremold Surface Raceways — Pancake Overfloor Raceways — Wiremold Fluorescent Units.

Catalogs



461—ASBESTOS SHEETING—non-combustible asbestos-cement building board is made in sheets 4x8 or 4x4 feet, in 1/8-, 3/16- and 1/4-inch thicknesses. This 12-page brochure describes manufacture of Flexboard under pressure, later re-pressed to provide strength and flexibility, making it adaptable to curved as well as straight surfaces. Brochure shows how Flexboard can be used in residential, industrial fields. Johns-Manville, Dept. AB, 22 E. 40th St., New York 16, N. Y.

462 — FIBER GLASS PRODUCTS—how to improve the efficiency and reduce production costs of many products by using superfine fiberglass is the subject of this new 16-page booklet called "Possibilities Unlimited." The lightweight and high insulating efficiency make this material a recommended insulator in many products where temperature and sound control is vital. Libby-Owens-Ford Glass Co., Dept. AB, Nichols Bldg., Toledo 3, Ohio.



463 — CABINETS AND SINK TOPS—in a wide variety of styles are offered in this four-page folder. Standard 18-, 24 1/4-, 30- and 42-inch cabinets are made with one, two and three shelves. Combination wall cabinets are made in 30- and 42-inch heights. Deluxe and standard sink cabinets, base cabinets, open corner shelves, sink fronts, corner base cabinets are shown; sink tops and counter tops also available. Boro Wood Products, Inc., Dept. AB, Bennettsville, S. C.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder
79 W. Monroe St., Chicago 3, Ill.

January, 1954

Please send me additional information on the following product items, or catalogs, listed in this department:

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What every builder should know about micarta®

PLASTIC SURFACE

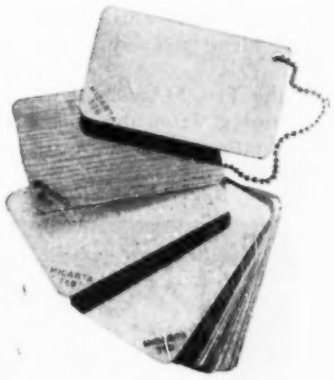
The one big fact you should know about Westinghouse MICARTA® is that it helps to sell homes. The wide range of colors, patterns and wood surfaces will give you the versatility you need for satisfying a variety of tastes. This colorful, long-lasting, counter-top and wainscoting plastic will start that sales spark right in the kitchen. And MICARTA is pretested for customer acceptance—nationally advertised. Millions of people have been pre-sold through national magazines and television. They're going to be watching for it in your homes.

MICARTA is easy to install. Pre-bonded to plywood sheets, can be installed by any carpenter without the use of expensive tools or extra equipment.

You'll be able to tell your prospects about the maintenance-free qualities of MICARTA. It never requires waxing, painting or refinishing. A flick of a damp cloth restores its surface to a bright luster.

For further information on MICARTA, see your local lumber dealer or contact the nearest United States Plywood representative. Fill out the coupon below for our helpful booklet.

J-06521



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micarta

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UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 36, N. Y.

Please send color guidebook and full application information on MICARTA.

NAME _____

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keep
design
in
mind

THOMASON FLUSH DOORS

Give You a Choice of

8

(or more)

Beautiful Face Veneers

...but only ONE high quality!

In residential, institutional, industrial or commercial structures . . . interior or exterior door design is important.

THOMASON Flush Doors add more eye-appeal and blend pleasingly with architectural features.

Make THOMASON Flush Doors a part of your planning. From the finest quality of foreign and domestic woods, you can choose a face veneer to suit your needs.

JUST LOOK AT THIS CHOICE OF FACE VENEERS

Philippine Mahogany, African Mahogany, Genuine Honduras Mahogany, Walnut, Oak, Birch, Knotty Pine, Gum, or any face veneer desired. In addition, THOMASON plastic-faced flush doors are available in all domestic and foreign wood grain plastics, as well as in decorative plastics.

Remember: *keep design in mind . . . buy from the THOMASON line.*

THOMASON FLUSH DOORS

THOMASON PLYWOOD CORPORATION

Fayetteville • North Carolina

styled for Eye Appeal... the REZNOR PAC*

*Packaged Automatic Comfort

A horizontal furnace with appliance styling which will sweep the residential market. A deluxe unit heater suitable for use in offices and exclusive stores where unit heaters have never before been accepted. And it's all the same unit — the versatile Reznor PAC.

The PAC is AGA approved for use as a central heater in any type of duct system. For compactness and efficiency, you can't find a horizontal furnace which will beat it. For appearance, you can't find one which will come close. Yet it's priced no higher than less satisfactory units.

Without ducts, the PAC is a handsomely-styled unit heater which will fit well into the most exclusive establishment. And because it is so quiet and so clean — the PAC includes a built-in filter unit—you'll be glad to recommend it for such installations.

The PAC is available in 75, 100 and 125 thousand BTU models. For complete details see the Reznor catalog in Sweet's Architectural File or write to the **Reznor Manufacturing Co., 42 Union Street, Mercer, Pa.,** and ask for Bulletin GNP-52.

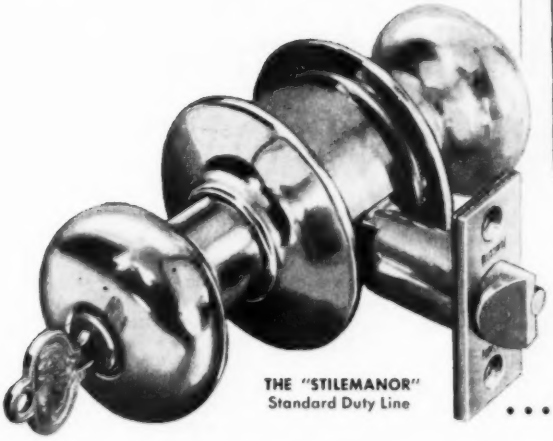
Reznor suspended unit heaters have thousands of applications in storerooms, offices, factories and homes. Eight models —25,000 to 200,000 BTU. Reznor gas heaters have been setting high standards of economy and efficiency since 1888. Take advantage of this experience when you plan any heating installation.

THE WORLD'S LARGEST-SELLING GAS UNIT HEATER

REZNOR HEATERS

It takes two...

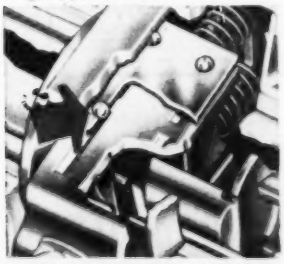
TO BUY A HOUSE



THE "STILEMANOR"
Standard Duty Line

...and Russwin "All-Star" Quality sells the man

"Stilemanor" Feature . . . ball bearing latch retractor for smoother, longer operation



Mr. Builder . . . you'll have the man on your side the minute he spots Russwin Locks. You'll be able to talk *quality construction* to him. Don't sell him short. He's 50% of your "deal".

If you have installed "Stilemanor" Locks and Latches, be sure to mention the unique ball bearing latch retractor. Any man is familiar with ball bearings so he'll be interested. There are 19 other features you can talk about too. Every Russwin "All-Star" product has quality features that put them in a class by themselves. Ask your dealer. Russell & Erwin Division, The American Hardware Corporation, New Britain, Conn.

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NAHB Convention and Exposition Jan. 17—21, Hotel Sherman, Chicago, Ill.

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RUSSWIN®
DISTINCTIVE HARDWARE

THE RUSSWIN LINE FOR ALL TYPES HOMES

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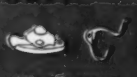
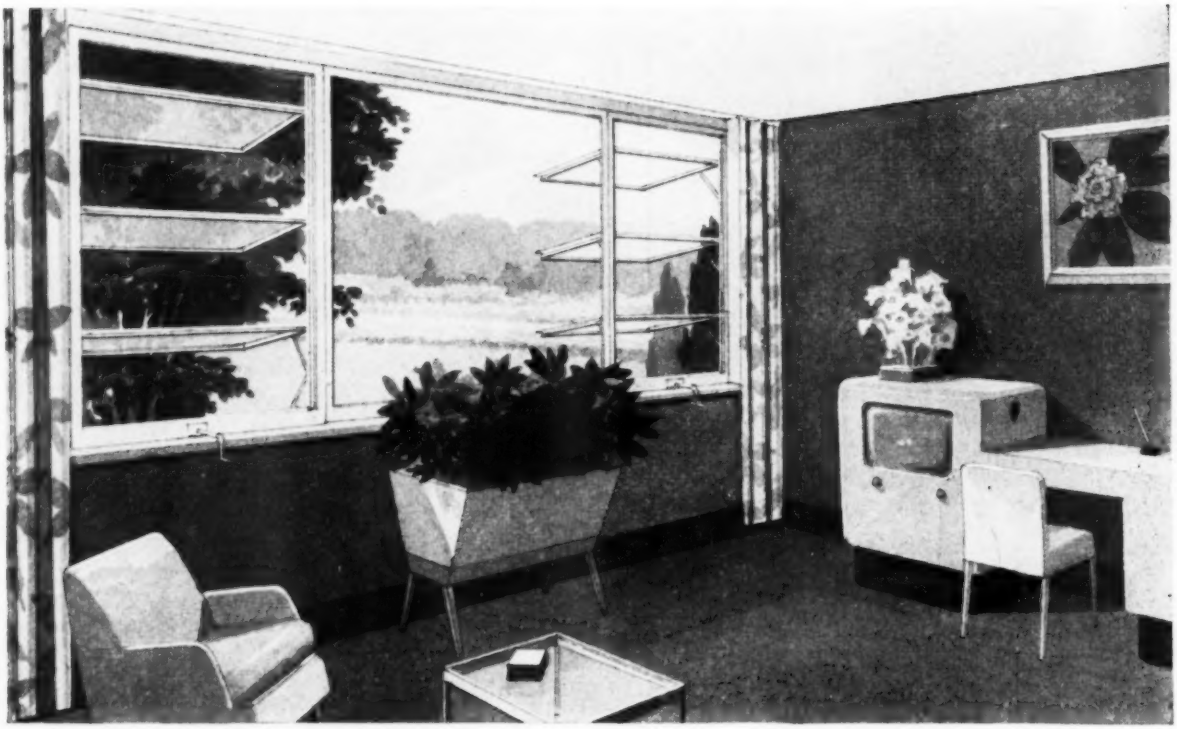
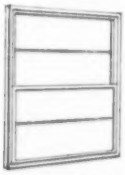


Miscellaneous
Finishing Hardware



The New Lupton Aluminum AWNING WINDOW

Lupton Casements in Steel or Aluminum



Lupton Double Hung Windows in Aluminum

Lupton Projected Windows in Steel or Aluminum

Before you install any Awning Window look at the quality — the value — the customer satisfaction built right into the new Lupton Aluminum Awning Window.

This new Lupton Aluminum Awning Window features a *centrally* operated control bar that delivers equal power to *both* jambs. Here is perfect balanced power for *easier* opening — *easier* closing of *each* sash — and a perfect seal. From every practical standpoint of installation and service we believe you'll find this the finest window of its type in the building industry.

You can install the new Lupton Aluminum Awning Window with the assurance that it will give complete satisfaction for a long, long time. It is engineered to Lupton standards, developed from more than 40 years experience in the design and construction of metal windows.

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A.W.M.A. Quality Specifications . Materials, Construction, Strength of sections and fabrication requirements . confirmed by Pittsburgh Testing Laboratory

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LUPTON METAL WINDOWS

New 1954 Chevrolet Trucks

New Power! New Economy! New Features you want!

New Chevrolet trucks for '54 are here to do your hauling or delivery job faster, more efficiently and more economically.

To begin with, they bring you thrifty new power in *all* models. You save time on every trip with extra reserves of high-compression horsepower under the hood—and you enjoy greatly increased operating economy as well.

In addition, these great new Chevrolet trucks offer new and even greater dependability with increased ruggedness throughout the chassis. You'll find heavier axle shafts in 2-ton models . . . bigger, more durable clutches in light- and heavy-duty models . . . more rigid frames in *all* models. Pickup and stake bodies are plenty rugged, too—and they're roomier for '54!

But that's only the beginning! You enjoy new cab comfort, convenience and safety. Instruments are easier to read . . . controls are easier to reach. A new one-piece curved windshield gives you greater visibility. The new Ride Control Seat* lets you drive in relaxed comfort hour after hour, over all kinds of roads. Seat cushion and back move as a unit to "float" you over bumps without back-rubbing.

In another great advance, new Chevrolet trucks offer you the last word in no-shift driving ease and convenience. With proved truck Hydra-Matic transmission* you can drive all day and make door-to-door deliveries without shifting or clutching. Fact is, there *is* no clutch!

These are some of the many big new benefits awaiting you in the new Chevrolet trucks for '54. Why not plan to get the whole money-saving story at your Chevrolet dealer's soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Most trustworthy trucks on any job!

CHEVROLET

ADVANCE-DESIGN TRUCKS

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The new "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **NEW TRUCK HYDRA-MATIC TRANSMISSION***—offered on ½-, ¾- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—improved-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **NEW RIDE CONTROL SEAT***—eliminates back-rubbing. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance. *Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE!

Never before was the power of a magazine so dramatically demonstrated!

NEVER before have so many people, in so many cities, in such a short period of time, come out to see a single model home!

Never before have builders shown such enthusiasm, nor backed a home promotion so solidly. Never before have so many alert newspapers, radio and TV stations sensed such tremendous public interest in a single model home—and given it such thorough news and editorial coverage.

The accompanying Box Score lists details already made available by 32 out of the 36 co-operating builders.

Once again a dramatic fact is demonstrated. Better Homes and Gardens' editorial planning preselects 3¾-million high-income, BUY-minded families, who want to raise living standards even higher. They read BH&G for advice and counsel—and find it on every page. BH&G is their *buying guide*—welcomed and trusted.

That is why BH&G moves millions of people—and mountains of merchandise! That is why BH&G is America's number one advertising medium for anything connected with the home and home improvement.

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

Box score of available information on 32 homes

Estimated Total Attendance
1,048,264

Newspaper Advertising
296,281 lines

Newspaper Editorials
86,920 lines

Radio & TV Time
1,806 minutes

Watch for future announcements on the BH&G 1954 model home promotion.

Serving over 3¾-million families, screened for the BUY on their minds!

here are 4 profitable fields of operation for '54

This brief analysis of four profitable fields of operation for home builders in 1954 is a report and proposal to the industry. It is a combination of the observations and findings of *American Builder's* nationally deployed editorial staff and the 1954 Six-Point Program of the National Association of Home Builders.

The following pages contain pin-pointed factual examples of each of the four fields of operation, presented to illustrate the way in which builders in various parts of the country already have part or all of the program in effect. It suggests the need for closer coordination of all segments of the light construction industry, and documents the fact that, barring a general economic recession or large scale warfare, the outlook for 1954 and the years ahead is bright.

1 NEW CONSTRUCTION

Barring an economic catastrophe, the demand for new residential units, both owner occupied and rental, should continue firm throughout 1954. Improved selling techniques to supplement the demand can provide a market that again will absorb more than 1,000,000 starts. This will mean a continuing and possibly increased demand for stores, service buildings, churches and other types of light construction that accompany new communities and increased home ownership. The demand for new schools will rise sharply. Indications are that mortgage money will be easier. The great need is for a new and broader secondary mortgage market. It is expected that new legislation and NAHB policies will provide that market on a continuing basis early this year.

2 TRADE-IN-SELLING

This is one of the new selling techniques that is gaining wide favor. Backed by better advertising and promotion together with improved point-of-sale merchandising it offers the greatest potential of all the new techniques for stimulating a market that will absorb a million or more new units in each of the next several years. See the July issue of *American Builder* for a complete analysis of the four approved and most popular methods of operating a trade-in selling program.

3 REMODELING

Practically everything from extraordinary maintenance and simple improvements to major overhauling and re-design are usually lumped under the head of remodeling. That part of the broad category which requires the services of professional designers and builders has attracted several hundred building specialists who concentrate on remodeling. Because of the size of the market these professionals are able, generally, to pick their jobs. The opportunities are almost unmeasurable, but most builders understandably side-step remodeling except at times when the market for new construction falls off. The demand for remodeling is beginning to outstrip the capacity of the industry, as witness the "do-it-yourself" movement, born of necessity. The time has come for the industry to expand its remodeling services, and for retail lumber dealers and professional builders to set up advisory services to do-it-yourself owners.

4 BLIGHT ARREST AND REHABILITATION

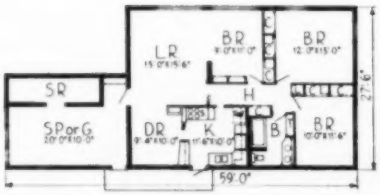
For the past two years NAHB has been devoting serious thought to this field, which goes beyond remodeling. A program was developed, and Yates Cook was retained to implement it. Results thus far have been more than encouraging. Traceable to Cook's activities, particularly his pilot block redevelopment in New Orleans, are definite programs projected in more than forty cities for 1954. Decent housing for all Americans is increasingly an important public issue. It will be an issue in local elections of the future. The demonstrated solution to the two-barrelled problem of arresting housing decay and rehabilitating slums is aggressive leadership by local builders—securing proper local housing statutes, demanding their enforcement, and making professional repair and rehabilitation services available. Here is another immeasurable field for builder operation.

1

4-POINT PROGRAM

new construction to maintain high

more house for the money sure hit for '54



Martin L. Bartling Jr., Knoxville, Tennessee, plans this $12,800 two-bedroom house with convertible den for this year's market. The house incorporates storage walls, a screened porch-carport, and double vanitory-lavatories in the bath.

small shopping centers to be numerous this year

New housing developments have created a need for convenient shopping centers. The past six months have seen a tremendous rise in this type of construction. There is every indication that it will continue in 1954.

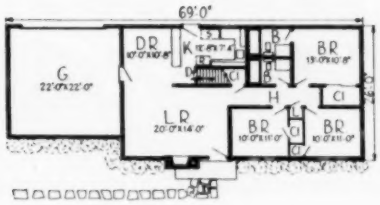
demand is heavy for new and remodeled store buildings

Single-store buildings will run high this year in established shopping areas. Many small project and custom builders will capitalize on this market. Financing for single-store buildings will be available in 1954.

level in 1954

Residential building will maintain high unit volume with commercial building increasing. With the lifting of rent control, apartment building should spurt ahead. The financing picture will improve. New legislation streamlining FHA is due

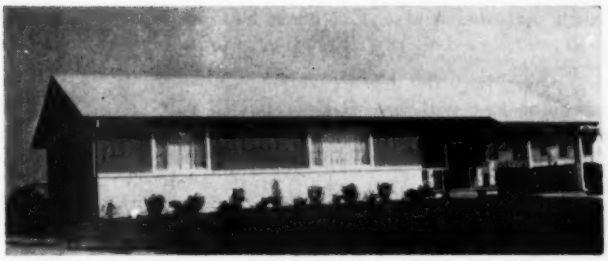
no sharp style changes this year



This three-bedroom brick house built by Nicholson-Bilhorn of Clayton, Missouri, features larger-than-average rooms and two complete baths. One of the baths adjoins the master bedroom. Twenty-six units are being started for 1954 sales.

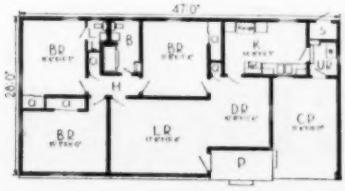
apartment construction to increase this year

With the lifting of federal rent control in 1953, apartment construction began to move. Many of the nation's top builders are either engaged in apartment construction, or are contemplating it. Nathan Manilow, Chicago builder, is constructing the type of apartment pictured above in Des Plaines, Illinois, a Chicago suburb.



multiple baths and adequate wiring will be sales features

Floyd T. Kimbrough, Jackson, Mississippi, will offer this house in 1954. It features simple lines, multiple baths, wiring to accommodate modern electrical living and a convertible den.



GREAT NEWS FOR BUILDERS!

A new low-cost G-E DISPOSALL®!

FC-20

Now General Electric brings you the brand-new, standard model FC-20 Disposall—at a price you, as a builder, can't afford to overlook!

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The FC-20 joins the famous General Electric de luxe Disposall models FA-4 and FA-45. G-E de luxe models have the exclusive G-E safety Twistop control that operates a built-in switch; no separate wall switch is required. Many other quality features. And G-E models FA-4 and FA-45 are covered by a written, *5-year* protection plan!

Remember . . . with *any* G-E Disposall, you provide the brand your customers want! Let G-E customer preference help you move houses faster—help you get your asking prices. Plan now to contact your G-E distributor.

General Electric Company,
Appliance Park, Louisville, Ky.

FA-4

FA-45

You are cordially invited
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Visit G-E Space 97
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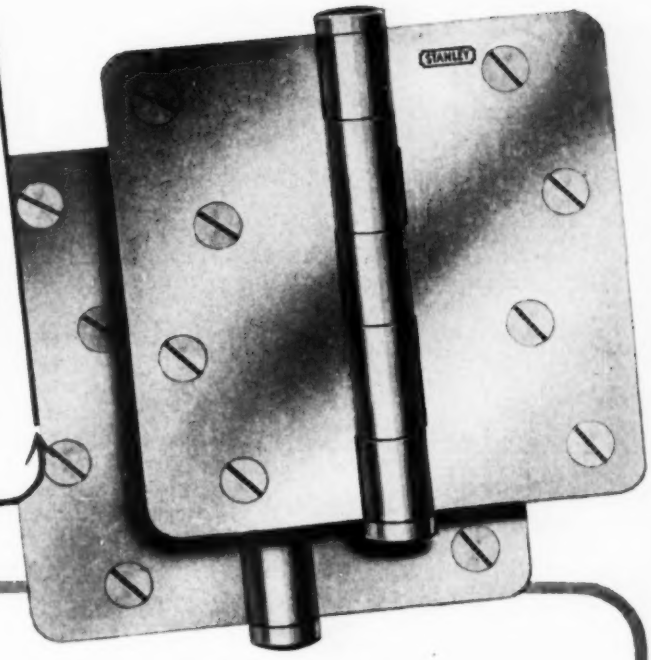
GENERAL ELECTRIC

Just Around These Corners

YOU CAN CUT *Door Hanging* COSTS

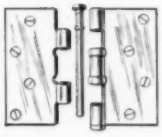


Builders everywhere are discovering the time-saving potential in Stanley Round Cornered Hinges. Using a Hinge Mortiser and Template even an unskilled carpenter can mortise 75 doors and jambs a day—and these round cornered hinges fit this mortise perfectly. The combination adds up to real savings in door-hanging.

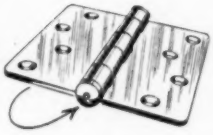
Stanley Round Cornered Hinges COST NO MORE!

1 Stanley Round Cornered Hinges are absolutely uniform and any one fits any of the uniform mortises cut with electric Mortiser and Hinge Template. (Electric Mortiser and Hinge Templates available in Stanley Electric Tool line.)

2 Stanley Round Cornered Hinge leaves are interchangeable — any two-knuckle leaf matches perfectly with any three-knuckle leaf.



3 Stanley Round Cornered Hinges are available prime coated or plated in all standard finishes, with ball or button tip, non-rising pin, plain or ball-bearing. And all flat button tip hinges have the hole in the bottom tip for easy pin removal.



See your favorite Stanley dealer or write for further details to Stanley Works, 105 Lake Street, New Britain, Conn.

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STANLEY®

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ELECTRIC TOOLS
STEEL STRAPPING
STEEL

4-POINT PROGRAM

2

TRADE-INS — the key to a NEW MARKET

ADDITIONAL capital outlay, expert financing, and appraisals are the things required for trading, according to Arthur K. Hellermann, Milwaukee builder. Hellermann, who has been trading about a year, went into the operation to maintain his volume and believes it will be an ever increasing part of his building venture.

Capital outlay for trading, according to Hellermann, requires about fifty per cent more than that needed for a normal operation. A twenty-house builder needs $40,000, stated Hellermann. He will need an additional $20,000 of capital for trading.

Appraising is the key to trading. Hellermann uses recent sales experience of like properties in like neighborhoods as his appraising criteria.

FHA, VA, bank, home and loan, second mortgages, land contracts and chattel notes are used by the Milwaukee builder for the financing of older houses.

Hellermann uses the services of a realty firm, Better Homes of Milwaukee, to sell trade-in houses.

owner's inflated price—trading's problem

The trade-in guarantee method whereby the house is listed at the owner's price for 30 days was used. If house is not sold, builder takes it at the fair market value. House was appraised at $17,500 to be traded on a $37,500 triplex. Older house will be offered for $18,500.

trade-in potential big part of 4-point program

TRADE-IN selling to date is a drop-in-the-bucket operation. Nationwide, few builders use it as a sales tool. Yet each day the number of traders grows as builders are re-evaluating their operations and ear-marking additional sums to engage in the industry's newest merchandising technique. Four types of trading operations are used by builders (see *American Builder*, July, 1953).

Straight Trade is made when a definite commitment by the builder is given an owner of an older house in the purchase of a new house.

Time-Limit Trade involves signing a purchase agreement for a new house with a specified time for the owner to sell his older house. If the older house is not sold, the agreement expires.

Trade-In Guarantee is the technique by which a builder will allow a specified amount for the older house (usually 15 per cent less than appraisal) and try to sell it at the owner's asking price. If the older house is not sold during the new house construction period, the builder takes it at the specified amount.

Remodeled Trade consists of the builder's taking in an older house and remodeling it before placing it on the market. Despite FHA's trade-in program (*American Builder*, October, 1953) builders are not remodeling older houses. Only minimum repairs are made before the resale. Builders who are following *American Builder's* tested trading principles are profiting.

The builder allowed $11,000 on the older, two-flat building. The owners had $6,700 equity which they applied to the new house priced at $12,975. The balance, slightly over $6,000, is mortgaged. The older house sold at $11,700 with a $10,150 VA loan. Down payment was $1,550.

hard to sell house? don't cut price—sweeten the deal on the trade-in

financing know-how a must in trading

Owner had $1,650 equity in 2-bedroom house appraised at $10,000. The $1,650 plus two lots worth $550 made the $2,200 down payment. Owner has a first mortgage of $7,500 and a second mortgage of $2,350. Older house sold at $10,800 on land contract at $125 a month. When balance of contract equals the balance of the existing mortgage, the contract expires and the owner assumes the mortgage. It will be off the books in two and one-half years.

appraising—key to the trading operation

Older property values are the most important feature of trade-in selling. Here is where profits are made or lost, according to the builder. Hellermann, who allowed $11,500 on an old house, later sold it for $12,000. Owner had $10,000 equity but applied only $8,500 on the new $14,500 house. Balance is a $6,000 mortgage. Older house sold for $1,800 cash, $2,200 lot credit, $8,000 mortgage.

When builder Hellermann has a new house which is hard to sell, he allows more on the trade-in. In the case of a new house situated next to a very poor lot which impaired its value, Hellermann believed he would lose $500 on the deal. He allowed $17,000 on the older house and later sold it for $16,900 losing $100. He did get his $21,000 price for the new house.

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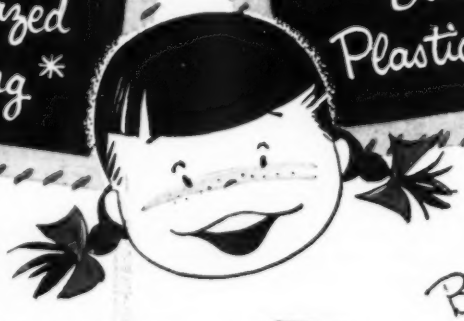
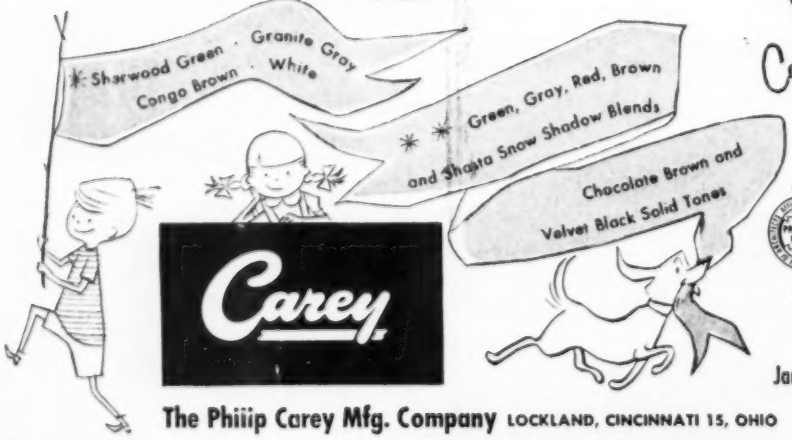
CAREY FIRE CHEX Asbestos Plastic Shingles **



New Deep Tone Colors!

Booth 21-22 at the Conrad Hilton Hotel



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3

4-POINT PROGRAM

remodeling—long neglected

here's how Grand Rapids

judges split first award

HOME improvement and modernization took the spotlight in Grand Rapids, Michigan's National Home Week promotion for the second consecutive year. Cash prizes were awarded to the seven home owners judged to have made the most advantageous improvements.

Grand Rapids was the first city in the country to feature remodeling during National Home Week. This year a few others followed suit, although on a smaller scale. Newspapers, radio, and television stations were given a ready-made news promotion that netted the city a great deal of publicity. The keen interest of the citizens of Grand Rapids shows the need for and backlog of remodeling. The same is true in other parts of the country.

The National Home Week modernization promotion is sponsored by the Allied Construction and the Real Estate Council.

Publicity concerning the remodeling contest was first released early in the spring at the annual home show. Entries are received prior to National Home Week and winners are announced during the Week.

Judges for the 1953 contest were Edward G. Gavin, editor, *American Builder* magazine; John Brunsink, president, Grand Rapids Home Builders Association; Robert B. Miller, local FHA office; and Joe Hertel of the Grand Rapids Real Estate Board.

The judges' decision was based on community improvement, raising the value of the property, and bettering living conditions.

$5,600 remodeling job increased the value of this home. Owners gained garage, breezeway, sun porch, and a new brick exterior and larger kitchen.

This narrow old-fashioned frame house was widened. At the same time the owner improved the exterior appearance.

money maker

is selling remodeling

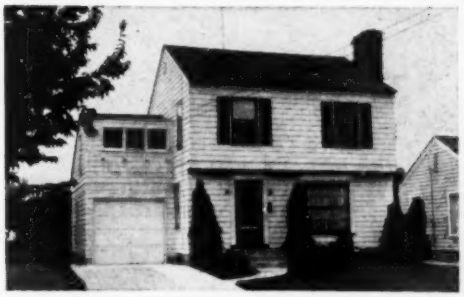
REMODELING MARKET DUE FOR INCREASE

Dollar volume of remodeling has been approximately one-tenth of the new housing market. Today the need for remodeling is greater than ever. Increased birth rate has made many two-bedroom homes (1946 to 1950 era) too small. Many owners of these units have too little equity to think of trading, but with new FHA Title I loans expected this year, these owners will be able to expand. Most houses 20 or more years old are in need of modernization and repair.

streamlining of older property and additional living facilities share second prize

The owner streamlined his older house by tearing off the porches and replacing them with a neat front entryway. An apartment was built upstairs and the exterior was re-sided.

A garage and bedroom were added to the side of this frame colonial. At the rear a 12x24-foot addition was built to increase the kitchen and dining facilities. When the house was built in 1945 the family numbered three; now it has grown to seven.



A wing was built on the front of this small two-bedroom house and the exterior was veneered with brick. A new heating plant was installed and the house was completely decorated.

new house for old wins honorable mention

basement remodeling wins $50 honorable mention

Half of the basement was converted into a 13x36-foot recreation room. Fireplace and wood boxes were built at one end. The walls were covered with wood and 16x16 acoustical blocks were applied to the ceiling. The floor has asphalt tile.

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2. ENGINEERING SERVICE

(blueprint of job with cost analysis)

. . . is set up to furnish you complete form layouts and job cost sheets on your form work—at no charge. You just send the plans, we do the rest. You'll be pleased with the clear picture of your job (its costs, bill of materials, and labor saving methods) that the Symons Engineering Service provides.

3. SALES SERVICE

(job demonstration of how-to-do-it)

. . . means regular on the job service. Symons Maidmen solve forming problems in three ways. First, by on-the-job recommendations of forms and hardware needed. Second, by showing your workmen how to set-up the forms efficiently. Third, by making special deliveries when last minute problems arise.

4. RENTAL-PURCHASE PLAN

(60 day try-out)

. . . offers you the opportunity to use the Symons Forming System on a rental basis . . . with all rental charges to apply on the purchase price, during a 60 day period.

Contractors throughout the country have tried the Symons 4-Point Plan and like it. Send in your request for the complete facts—no charge or obligation.

SYMONS CLAMP & MFG. CO.
4261 DIVERSEY AVENUE, CHICAGO 39, ILLINOIS

Please send information on Symons Forms.
(Enclosed are plans for form layouts and cost sheets.)

Name _____
Firm _____
Address _____
City _____ Zone ____ State ____

Symons Forms will cut forming costs and will do a better job. Symons Engineering and Symons Field Service will show you and your men how to do the job the easiest and cheapest way. The Symons Rental-Purchase plan allows you to try these forms before you buy.

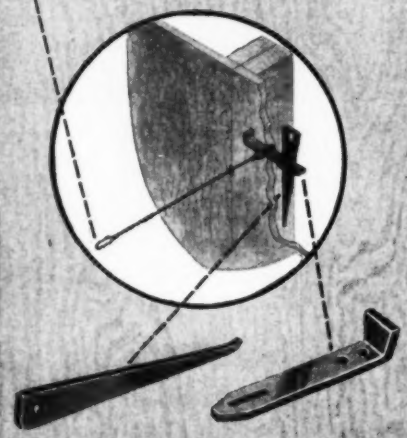
This combination of better tools, instruction-in-their-use, and a try-out period, means more profits for you and more satisfaction for the owner.

Speed, in erection and stripping, which saves time and money, will in many cases pay for the forms on the first job. The many additional reuses mean extra profits for you.

Just 3 pieces

TWO WAY FORM TIE

Symons panel ties hold forms securely to the required wall thickness without washers, spreaders or walers. Tie ends are broken back within wall by a half-twist after forms are removed.



TIGHTENING WEDGE

Tightening wedge is inserted through the slot in the bolt and pulls form sides tightly together.

CONNECTING BOLT

Slotted connecting bolt passes through edges of adjacent forms and tie loop.

Symons CLAMP & MFG. CO
Dept. A-4

"Used 16,000 Columbia-matic Screens . . . saved considerable on installation costs,"

says President of San Diego Building Contractors' Assn.,
Clifford O. Boren,
Clifford O. Boren Contracting Co., Inc.

Columbia-matic TENSION SCREENS

give homes more value at less cost

LEADING BUILDERS EVERYWHERE are discovering how to give their houses more value, more sales appeal—and lower their screening costs at the same time. Like Mr. Boren in his Redwood and Hubner developments, they select Columbia-matic Tension Screens.

Columbia-matics are the preferred frameless screens which offer *automatic tension*, assuring full insect protection. Full-length, all-aluminum, they are neat, durable . . . the perfect modern screening for double-hung windows.

Here's why your prospects want Columbia-matics

Patented Automatic Tension—spring-loaded bottom rail holds full-length mesh tight against blind stops at all times.

Save time—Easy to put up and take down from inside. Anyone can do it in seconds.

Save work—No more struggling with clumsy rigid frames, ladders. Columbia-matics roll up for compact storage.

Save money—All rustproof aluminum. No painting, maintenance. No drip-stains on house.

Here's why superior Columbia-matics actually save you money over ordinary screens

- **Easily installed** by unskilled labor—only 7 screws, no template.
- **No fitting**—Columbia-matics are pre-cut to specifications.
- **No painting**—Columbia-matics are all-aluminum.
- **No callbacks**—Columbia-matics can't swell, stick, warp . . . won't drip-stain house siding.

You'll want to start giving your homes the economy and sales-plus of Columbia-matic Tension Screens. Send coupon for complete details today!

Columbia Mills, Inc.
Dept. A-1, Syracuse 2, N. Y.

Please send me complete information on Columbia-matic Tension Screens.

Name_____

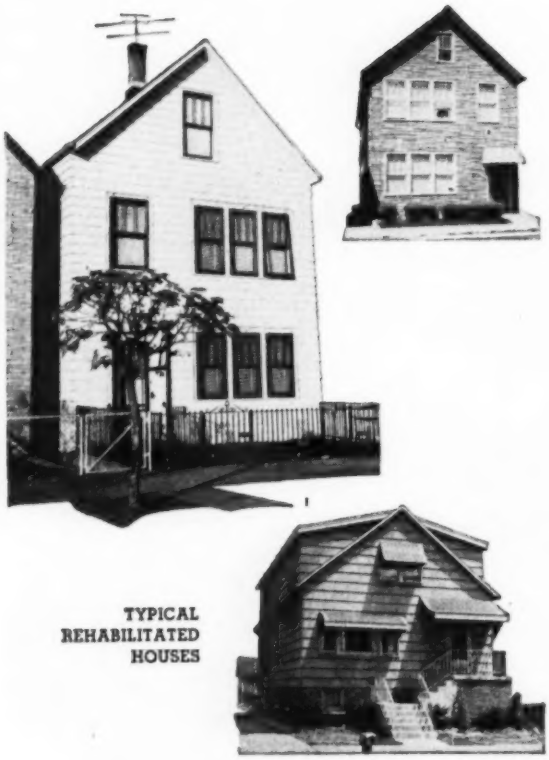
Company Name_____

Street_____

City_____ Zone____ State_____

4-POINT PROGRAM

best answer to rehabilitation is awakened



TYPICAL REHABILITATED HOUSES

deserted stores drag down the neighborhood

Empty stores were eye-sores to the neighborhood and discouraged home owners who might want to repair and modernize their homes. Many were illegally converted to illegal uses. The result was the lowering of property values. The council recently started a move to show store-building landlords that legal conversions to apartments would raise property values. As a result, other buildings in the block are now being rehabilitated.

CHICAGO is the nation's second worst slum city, according to rehabilitation experts, but there is one bright spot. In the middle of the blight area a rehabilitation effort is being sparked by the people themselves. This community awakening could be a pattern for the country in the fight against blight.

The area is "back of the yards" so called because it is back of the Chicago Union Stock Yards.

In 1939 the people from this section gave birth to the "Back of the Yards Community Council." The council was founded on two premises:

1. No one was more interested in the area than the people themselves.
2. The local populace, given an opportunity, would do a job.

The first projects of the council included juvenile delinquency, jobs and health. Today juvenile delinquency is practically non-existent. The council has fought with its citizens for higher wages. School children have dental examinations and everyone in the area has a yearly tuberculosis test.

100-Day Campaign To Better Housing

In July of this year the council began its blight elimination campaign. The first step saw the council send 39 questionnaires to local banks and savings and loan institutions. Thirty-five pledged complete cooperation. They saw a need for community rejuvenation as the exodus to the suburbs could impair their business. Twenty of the organizations have developed their own rehabilitation loans patterned after FHA Title I but with a longer amortization period. The 60-month loans have a 5 per cent discount and no financing charges. The loan is secured on a judgment note.

At the start of the 100-day period 2,000 of the 6,000 houses in the area were badly in need of repair. One hundred days later 1,000 units had been modernized.

Vacant Lots

Today the council is working on 535 vacant lots within its 4-square-mile area. Two employees of the council are spending full time on the project. They are assisted by a public-spirited attorney. The council hopes to clear the titles (most are tax delinquent) so that the lots can be purchased by next-door neighbors. Many will have new houses.

The rehabilitation program was started by the people. They needed only the present laws on the statute books; they want no outside interference. They accept no donations. They insist that city inspectors do an honest job. They themselves compel their neighbors to rehabilitate their homes.

For what other cities are doing see page 289

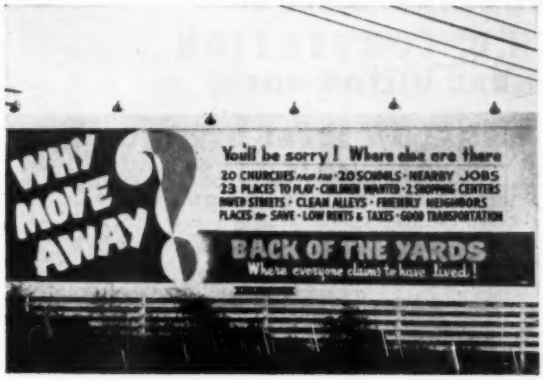
community pride

ARE BUILDERS TOO BUSY TO REBUILD SLUMS?

Many major cities are focusing on rehabilitating their run-down and slum sections. Slums cannot be rehabilitated by laws alone. It takes an awakened populace to rid a community of filth and dirt. Then it takes men who are willing to do the job.

A typical old house in the "back of the yards" neighborhood

council shows people why neighborhood is desirable



The council realized that if it was to succeed, a stable population was needed. The community standards could be raised if the people would improve their properties instead of moving away. To stop the exodus to the suburbs, the council started an anti-moving campaign. It asked the people if they wanted to move to the suburbs because they enjoyed the long ride to work and the additional cost—or maybe they had too many schools for children (20 within three blocks of any home) maybe people wanted their children to walk further to school—or maybe they had too many recreational facilities (23), and would rather have their children in the streets.

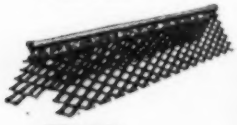
community cleanliness starts in the alley

The first step of the council in fostering community cleanliness was a vigorous campaign for clean alleys. The council insisted that each owner have a garbage can. Over 8,000 oil drum garbage containers were sold at cost. Most people, when shown the way, responded. A few cases needed law enforcement against illegal dumping of raw garbage in the alley. Further cleanliness drives resulted in the cleaning of property and streets. Memorial day, each year, the council sponsors a street-cleaning program. If a car is left in the street it is towed away. Today the back of the yards is the cleanest area in Chicago.

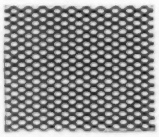
NEW! ALUMINUM AWNING WINDOW—Modular dimensions. Fully weatherstripped. Simultaneous ventilator opening. Positive closing. Protected operating mechanism. See this.

DOUBLE-HUNG STEEL WINDOW—Stainless steel weatherstripping. Stainless steel tape balances. Easy to install. Weathertight. Now supplied with KoolShade® screens in steel frames!

CASEMENTS—Both steel and aluminum! New Truscon aluminum casements in modular dimensions. Solid. Substantial. Trouble-free. Storm sash and screens, too.



EXPANDED CORNER BEAD



STRIPITE

CORNERITE

METAL LATH ACCESSORIES—All items necessary to assure first-class plastering in all types of residential construction.

SLIDING STEEL DOORS—For greatest closet convenience. Outstanding home-selling feature. Solid. Substantial. Complete with frames. Go in fast. 6'8" and 8'0" heights.

SEVEN TRUSCON PRODUCTS TO SEE AT THE SHOW

on display—

BOOTHS 5, 6 and 7

N.A.H.B. CONVENTION

CONRAD HILTON HOTEL

TRUSCON MARK OF MERIT PRODUCTS

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REPUBLIC STEEL
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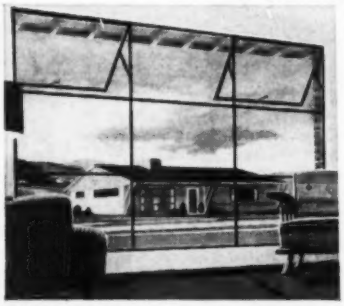
TRUSCON® a name you can **build** on



RANCH WINDOW—Handsomely styled in long-lasting steel especially for popular one-story homes. Take double insulating glass. Variety of sizes.

INTERIOR SWING DOORS—All steel, flush type. Install these in ⅓ the time usually required. Insulated. Frames, all hardware included. See these.

TOXIC TREATED WESTERN PINE FRAME AND SASH

SASH CAN BE FIXED OR VENTILATING ORDER WITH OR WITHOUT STORM SASH

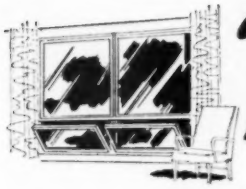
SEE OUR DISPLAY AT THE **N.A.H.B.** SHOW - BOOTH **113** CONRAD-HILTON HOTEL

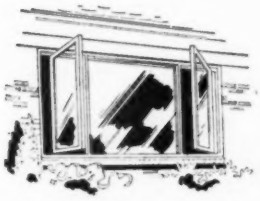
JOINTS MORTISED AND TENONED, DOWELED AND GLUED FULL 1¾" SASH

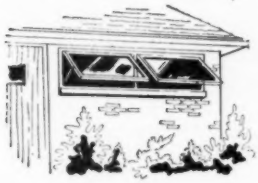
STAINLESS STEEL WEATHERSTRIPPING AROUND ALL 4 SIDES OF SASH

NOW *Pella*® MULTI-PURPOSE WINDOWS

available with new UNDERSCREEN OPERATOR

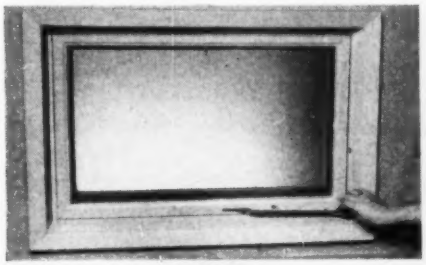






Now in the low cost awning window field, an extra sales feature, instantly recognized and appreciated by prospects. Pella's UNDERSCREEN OPERATOR of cam-action design for easy opening and positive locking, is just one of the many functional advantages which sell prospective home builders and buyers on Pella Multi-Purpose Windows. You'll be sold on their quality, low cost and quick, easy installation.

Pella Multi-Purpose Windows come completely assembled and fitted. Use them as awning windows, hopper vents or casements. Screens, dual glazing panels, jamb extensions and all accessory trim parts are available at nominal extra cost. Investigate now.



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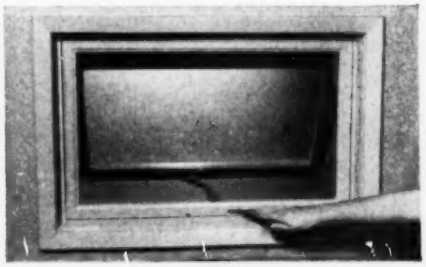


OPEN

OTHER *Pella* PRODUCTS

CASEMENT WINDOWS
ROLSCREENS
LITE-PROOF SHADES
WOOD FOLDING DOORS
VENETIAN BLINDS

FOR DETAILED INFORMATION MAIL THE COUPON TODAY

ROLSCREEN CO., Dept. F-5, Pella, Iowa

Gentlemen:

Please send free literature on Pella Casement Windows and name of nearest Pella distributor.

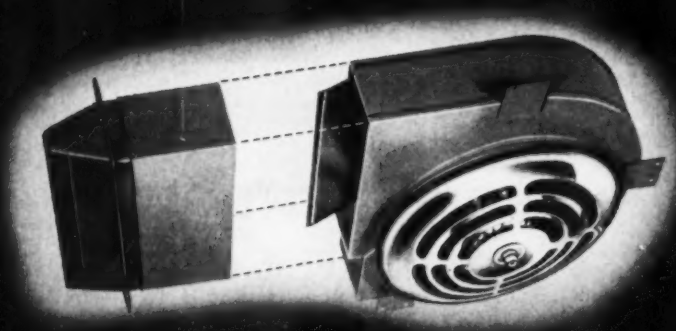
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

FASCO

AMERICA'S MOST POPULAR VENTILATING FAN LINE



MODEL 1021 for inside walls and ceilings

VENTILATING FANS are no longer considered an extra . . . but essential equipment. Home buyers are conscious of *adequate* ventilation. They expect Fasco Ventilating Fans in the kitchen *and* bathroom, plus utility and recreation rooms.

Fasco has the *one complete line* that appeals to builders everywhere. Ease-of-installation makes Fasco a favorite with contractors. Architects know the name Fasco for highest quality and matchless dependability. *Every* Fasco Ventilating Fan is guaranteed for five years.

Be sure of the installation. Be sure it's a Fasco

WRITE today for complete details on all Fasco Ventilating Fans.

MODEL 728
for inside walls and ceilings

MODEL 880
for installation through ceiling and roof

MODEL 882-1082
for outside wall, wall switch operation

MODEL 847-1047
for outside wall, chain operated

A Must! **Booth 458**

HOTEL SHERMAN
Chicago, Illinois

SEE THE COMPLETE FASCO LINE

FASCO INDUSTRIES, INC.

11 Augusta Street • ROCHESTER 2, NEW YORK

the slum fight is on

Vast market indicated by American Builder's telegraphic survey which reveals positive rehabilitation programs sparked by builders and civic groups for 1954. Here is what will happen—Is your city in the fight?

NEW HAVEN, CONNECTICUT, REVEALS ENFORCEMENT PROGRAM—City slum prevention programs include rehabilitation projects undertaken by individual groups and sponsored by local Chambers of Commerce and various civic associations; improvement projects conducted on a neighborhood basis; city enforcement program based on improved building code is presently under review.

DETROIT CONTINUES SUCCESSFUL PROGRAM—Plans to continue present 12-year program which should rehabilitate at least 1,700 buildings next year. Plans for expansion of program are now under discussion.

SOUTH BEND, INDIANA, STUDYING PILOT AREAS—Thirty-five citizen housing committee engaged in study of three pilot areas including 40 city blocks which will be 1954 target. Legal subcommittee recommending new enforcement methods.

OTTAWA, CANADA, DEMOLISHING AND REBUILDING—Program for rehabilitation and demolition well under way. Sixty buildings demolished at end of 1953 and 125 family units rehabilitated. Plans now call for all substandard dwellings to be rehabilitated or demolished by end of 1955.

OMAHA DRAFTING NEW MINIMUM STANDARDS—Three-block pilot project just completed by Omaha Real Estate Board consisting of 80 homes. Results extremely encouraging. New Minimum Housing Standards Ordinance now being drafted. Will establish housing director and staff of five inspectors. If adopted approximately 3,000 homes will be inspected in 1954.

SAN FRANCISCO REDEVELOPING LARGE AREA—Twenty-eight block Western Addition Redevelopment Project calls for clearance of about 80 per cent of land occupied by obsolete substandard frame dwellings. Two thousand private apartment dwellings and commercial buildings will be erected. Three hundred twenty-five-acre Diamond Heights Redevelopment Project calls for 2,400 dwellings, neighborhood shopping center, churches, two playgrounds, three schools, plaza and library. Acquisition of property begins next year contingent upon favorable court test of redevelopment law. Plans being made also south of market area to clear out pockets of slum housing. This area will be used for industrial building. Three more inspectors recently added to the Department of Public Health. Housing code enforcement is now on a block by block basis in less badly blighted areas.

DENVER REPLACING SUBSTANDARD UNITS—Has rehabilitated 326 units and demolished 407 units since 1951. Plans call for continuation of this program.

ROCHESTER, NEW YORK, WORKING ON NEW PLAN—Rehabilitation and redevelopment plan now being drafted.

DALLAS COMMITTEE STUDYING BLIGHT—Plans regarding slum blight completed and now in hands of subcommittee of the City Council for study and recommendation. Area includes 10 square blocks and will be completed in 1954.

FORT WAYNE, INDIANA, HAS NEW ORDINANCE READY—Pending before City Council is a minimum standards housing ordinance. Further plans for slum rehabilitation and redevelopment await the passage of this ordinance.

FORT WORTH AWAITS REPORT—Housing and Sanitary Board for Rehabilitation is in the final days of the 120-day study period.

HOUSTON BUILDERS COOPERATE WITH CITY OFFICIALS—Slum rehabilitation ordinance passed by City Council November 4 after third reading. Houston home builders made offer of full cooperation. Organization now in formative stage.

PASADENA OFF TO FLYING START—Pasadena started "Operation Junkyard" in 1948. Plans are to continue work in 1954. Since '48 1,493 buildings demolished and 1,961 rehabilitated. City knows from experience that general cooperation is given by all citizens on a move of this kind.

MIAMI DEPENDS ON PRIVATE INDUSTRY—Past seven months 295 units have been demolished; 685 units have been rehabilitated and 948 new units have been built by private industry in slum areas. Substantial increases in all catagories are planned for 1954.

SAN ANTONIO, TEXAS, WHIPPING UP INTEREST—Urban Rehabilitation Study Commission appointed by City Council has been in session four months and reported to city manager in December. 1954 plans indefinite; however, enthusiasm is high and much should be accomplished.

BIRMINGHAM BUILDERS WORKING UP REPORT—Mayor's assistant, Birmingham news reporter, Builder Roy Smith and Richard H. Brown attended C.O.R. School in New Orleans, La. As yet no formal report has been made to the mayor. Specific plans will probably be made in 1954.

SANTA FE, NEW MEXICO FOCUSING ON 11 AREAS—Planning administrative legislative committees. Have been functioning since late September, 1953. Have located eleven areas in city that are noticeably substandard. Committee plans to call meeting of landlords of three areas and select one area as test. Big plans under way for 1954.

(Continued on page 290)

(Continued from page 289)

RICHMOND, VIRGINIA PUTTING TEETH IN ENFORCEMENT—Housing rehabilitation field program has been operating six months based on ordinance adopted in 1950. Neighborhood selected as starting point had block by block inspection and enforcement. 485 units were inspected; 1,930 violations, of which one-fourth have been abated.

LOS ANGELES SHOOTING AT PREVENTION—Program will really be rolling early this year. Now have all but five of inspectors needed. Total now 31, most of whom are in the process of training. Los Angeles expects to clean up 5,000 units in 1954. Based on experience in this program they should have approximately 1,000 demolitions and 10,000 units on the preventive program. Half of Los Angeles' efforts will be on prevention and the other half on rehabilitation. Prevention work will be done in areas which are not now blighted but likely to become slums due to illegal conversions. To date 590 buildings have been demolished; 704 rehabilitated, which represent 1,400 living units; 1,609 complete surveys have been made covering approximately 3,200 units and 18,333 inspections and reinspections have been made to date.

CLEVELAND SLUMS A CAMPAIGN ISSUE—Cleveland has become very slum conscious. It was one of three main issues in mayoralty campaign which ended November 4. Winner Anthony J. Celebreeze was raised in slum section of Cleveland and his goal is to remove slums. Slum elimination and urban redevelopment $7 million bond issue was also passed at same election. Cleveland believes that it can rid itself of slums in perhaps 12 years if building codes are strictly enforced and a constructive program put in motion.

ATLANTA STARTED IN 1948—Program has been under way since 1948 and has obtained excellent results. 15,101 buildings have been inspected and 7,971 repaired. Program will be continued in 1954 at present high level.

CHICAGO NEIGHBORHOOD COUNCILS LEAD OFF—City now adding inspectors to begin vigorous campaign for slum rehabilitation. Butler Bill in Illinois has given necessary legislation to carry out program. Biggest rehabilitation to date has been by neighborhood councils.

NEW ORLEANS GUINEA PIG BLOCK SETS PATTERN—City has just completed pilot block area and expects to rehabilitate 4,000 units in 1954. Average cost per living unit in New Orleans has been about $1,500 or $3,000 per house. New Orleans plans vigorous campaign in 1954.

BALTIMORE EXTENDS ORIGINAL PLAN—Rehabilitation program to include commencement of action on about 7,000 dwellings in 1954.

Here Is What These Cities Are Doing

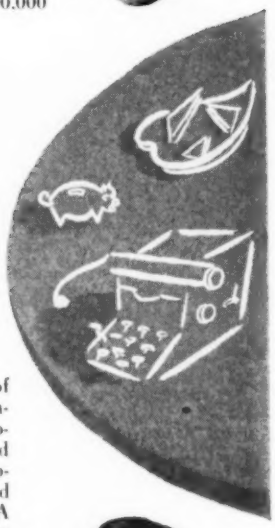
	Units Rehabilitated	Units Demolished	Since
Asheville, N. C.	583	23	1952
Bradenton, Fla.	102	68	1951
Charlotte, N. C.	9,625	1,030	1948
Cincinnati, Ohio	1,570	107	1953
Columbus, Ohio	500	—	1950
Corpus Christi, Texas	198	—	1951
Durham, N. C.	3,584	300	1949
Eldorado, Ark.	500	100	1951
Greenville, Miss.	100	25	1950
Greenville, S. C.	238	46	1952
Hattiesburg, Miss.	1,400	—	1952
Lafayette, Ind.	600	—	1950
Roanoke, Va.	354	66	1950
Roswell, N. M.	200	15	1951
Salisbury, N. C.	500	—	1951
Sterling, Colo.	200	25	1950
Tacoma, Wash.	305	628	1949
Trenton, N. J.	3,500	2	1952

a 'round-the-table slant

Alan E. Brockbank, Past President, NAHB, Salt Lake City, Utah

"I congratulate the *American Builder* for the forward look expressed in your program, and shall do all I can to try to make your ambition come true. Our country is growing too fast for us to continue to think we can use our industry as loosely as we have in the past. We must teach home owners and renters to take greater pride in their homes, to keep them up physically and functionally. This will mean a great new branch of the building industry with a ready-made market of about 50 billion dollars."

"We must pour, approximately, one million new homes in at the top of the economy. Then take used homes as trade-ins on the new. Then trade less valuable used homes on other used ones. We must set our sights high enough on the worn-out structure to retire from 250,000 to 300,000 houses per year."



Fredrick W. Jackson, Vice President, Dime Savings Bank of Brooklyn, Brooklyn, N. Y.

"It gives me a great deal of pleasure to extend my hearty endorsement of your 4-point program. We at Dime are avowed advocates of the principle of supporting the orderly and continued growth of our local community. A well-rounded lending policy must include continuing support of that community. Vital to such support is the availability of sound mortgage financing for resale or trade-in houses as well as for remodeling or rehabilitating of older houses. From our experience, we can testify to the soundness of the 4-point proposal."

Emanuel M. Spiegel, President of NAHB, New Brunswick, N. J.

"The year 1953 was a period of trial and great achievement for the home-building industry and points the way to 1954.

"A severe and prolonged shortage of mortgage money throughout much of the year finally was relieved after vigorous NAHB representations to mortgage lenders and to policy-making government officials. Bold new measures to prevent a recurrence of that crisis were advocated.

"A long-range housing trade-in program was launched with the ultimate aim of restoring to new condition each year 750,000 old, but structurally sound homes. Plans for the rehabilitation of slum dwellings through strict enforcement of municipal codes also got off to a successful start in New Orleans. No doubt, these trends will continue."

on the 4-point program from 'round the country

Philip Creden, Chairman, NRLDA Public Relations Committee, and Edward Hines Lumber Co.

"The *American Builder* 4-point program for 1954 gives the whole building industry not only a common goal but a challenge to accept a responsibility which must be met if we are to hold the confidence of the American people. We cannot continue to accelerate the growth of slums within our cities by doing nothing to stabilize older neighborhoods through remodeling and rehabilitation."

Arthur H. Oman, Builder, Weymouth, Mass.

"The availability of mortgage money is the key to any home-building program in 1954. In the Boston area, money is available for good homes and indications are that the supply is on the increase. The Boston market calls for homes priced under $12,000 and for three bedrooms.

"Many buyers in this area are buying their first homes, but those who bought after the war now need larger homes. Trade-in housing could play a major role in this area before too long. There is plenty of need for remodeling. Boston can certainly stand a major rehabilitation program."

W. D. Jemison, Jr., Builder Memphis, Tenn.

"The home-building business, like nature, is constantly subject to change. The changes necessitated by this evolution are well outlined by the four points you suggest. New homes will be designed more than ever before to the public's wants and pocketbooks.

"The home-building business, like the automobile business years ago, is being forced into trade-in selling. It is felt here, that the trade-in method of selling will be mandatory during 1954 to effect any satisfactory number of house sales.

"Remodeling offers the builder a new outlet for his endeavors. Rehabilitation is to be an active endeavor in Memphis in 1954."

Nathan Manilow, Builder, Chicago, Ill.

"I feel certain that the present administration will endeavor to have Congress enact legislation which will enable the home-building industry to do the comprehensive job proposed in the 4-point program.

"The recommendations that NAHB made to HHFA Administrator Al Cole virtually embrace your suggested program. This program must be made to work effectively in 1954 if the home building industry isto be kept active at a high level of production, because without it our economy must suffer a sharp decline. We are today one of the three most important industries in our nation.

"The 'make-new' slum prevention program has already been making progress and will make great strides as soon as proper financing legislation is enacted. The trade-in house program is also beginning to be activated and will increase in importance with time and proper financing facilities.

"There is great need for rental housing in large volume with two and three bedrooms for families of lower and moderate incomes. New legislation which provides insurance for forty-year mortgages at low interest rates when used in connection with slum clearance and rehabilitation, is necessary to aid in the construction of such rental projects. Revision of Titles 207 and 203 of FHA is most essential to provide rental housing in large volume for people of moderate and higher income status."

Fritz B. Burns, Past President, NAHB, Los Angeles, Calif.

"Items 3 and 4 in your 4-point program are of particular interest to me. Rehabilitation can fill a substantial gap in the national economy. It is fortunate for the economy of the nation that we do have a big inventory of dilapidated housing. Uncle Sam is a trillionaire. Housing represents 20 per cent of the national wealth or two-hundred billion dollars. Add to this three-hundred billions in commercial structures and you can see the tremendous economic potential of the rehabilitation program.

"To contemplate proper housing of lower-income families and yet ignore existing housing, properly reconditioned, is not only upside-down economics, but a financial impossibility.

N. F. Molnar, 2nd Vice Pres., NAHB, Fairview Park, Ohio

"Here are a few of my quick thoughts on your 4-point program.

"The opportunity to build new homes in 1954 lies largely in low-cost and minority-group housing. The needs of veterans and the needs of the negro population, whose economic status has been improved, must be met. There is also necessity to build houses at prices adjusted to a realistic pay envelope.

"The trade-in house will be an important factor in the production of new houses. A large percentage of our potential buyers own their homes, will buy new ones if they can use their equities for down payments.

"The rehabilitation of our existing housing inventory opens up a new horizon to all segments in the home building industry. It is a must."

BRAND NEW

FOR

Chicago Show

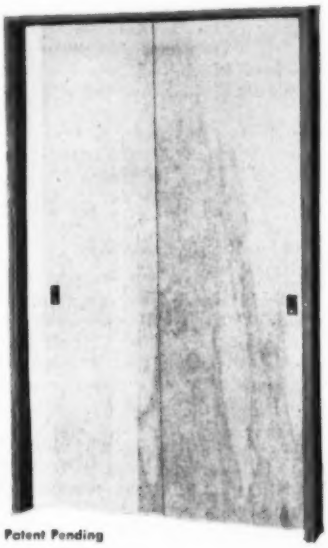
BUILDERS

Wedged Head Steel

Frames For

SLIDING DOORS

complete with hardware for 1 3/8" and 3/4" doors



Patent Pending

Overhead easy rolling track. Steel frame matches standard Builders Wedged-Head door frames.

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BUILDERS MANUFACTURING COMPANY

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"Better Builders Buy Builders Frames"

Sec. 117 of Revenue Code (pend.) Deserves Builders' Support

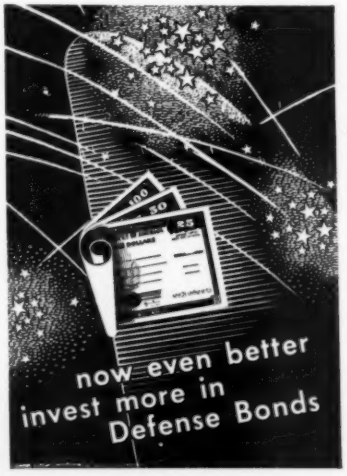
By John F. McCarthy
Attorney at Law

By the time this article is published, January will be with us. By then, most builders will be forced to give some time and consideration to their income tax problems. By then, also, the Congress will have reconvened. One piece of tax legislation introduced before the Congress at its last session, and still pending before it, deserves the builders' whole hearted support.

This proposed legislation would clarify the status of the builders' rental properties as investments which, when sold, would give rise to long term capital gains rather than ordinary income, thus being taxable at a lower rate. It is hoped, among other things, that this treatment will stimulate the builders' interest in and construction of further rental housing.

A builder's sale of land and improvements generally is regarded as the disposition of his stock in trade, and his return or profit thus is taxable as ordinary income. It is true that he may have investments in real estate which, on liquidation, will result in long term capital gains. This may be the case with his properties held for rental purposes. To date, the difficulty has been that each case must rest on its own peculiar set of facts. The Commissioner of Internal Revenue has been all too anxious to regard any sale of real estate by a builder as giving rise to ordinary income rather than a long term capital gain. The proposed legislation presently before the Congress would amend Section 117 of the Internal Revenue Code relating to capital gains and losses. It would add a new sentence to Section 117 (j) (1) thereof. In effect it would include, within the provisions for capital gains and losses, any real property, regardless of age, held for rental purposes for 18 months or more by real estate dealers, builders or developers and thereafter disposed by them. This, it is hoped, will introduce some certainty into a hitherto confused subject.

The proposed legislation has been recommended for passage by the newly organized Committee on Federal Taxation of the National Association of Home Builders. Emanuel Spiegel, president of the Association, already has testified in support of the amendment before the Ways and Means Committee of the House of Representatives. During the past summer, the Committee on Federal Taxation reviewed several proposals for amendments to the Internal Revenue Code, which, it was thought, would clarify the position of builders. At that time the Committee recommended only the amendment presently under consideration, stating that it was most worthy of support as one which would eliminate considerable confusion and, at the same time, stimulate the construction of further rental housing.



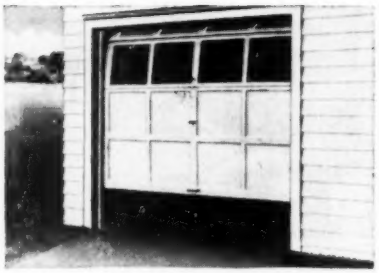
Build better and save in '54 . . . 22 builders show how

How America's building leaders save $30 to $140 per home with INSULITE

You, too, can build better and save • see how these 22 builders do it:

The No. 19, a "self-starter" garage door with "Powermatic" Action, for 9' x 7' openings.

The No. 77 rigid-type, for doors 8' wide x 6'8" high. A popular budget-wise beauty.



The No. 400, for luxury sectional-type convenience at minimum cost; a new winner!

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OVERHEAD GARAGE DOORS

See Them in Action at All the Conventions

- **EASIER OPERATION**
- **MORE SELLING FEATURES**
- **FAST INSTALLATION**
- **MODERN DESIGN**
- **LOW HEADROOM**
- **WIDE RANGE OF SIZES**
- **YEARS OF TROUBLE FREE SERVICE**

Jan. 12-13-14 — Northwestern Lumbermen's Assn., Minneapolis Auditorium, Minneapolis, Minn. Booth No's 5 & 6.

Jan. 19-20-21 — Ohio Assn. Retail Lumber Dealers, Cleveland Public Auditorium, Cleveland, Ohio. Booth 157-158.

Jan. 25-26-27 — Northeastern Retail Lumbermen's Assn., Hotel Statler, New York City. Booth No. 140.

Jan. 27-28-29 — Southwestern Lumbermen's Assn., Municipal Auditorium, Kansas City, Mo. Booth B-2 & B-3.

Feb. 2-3-4 — Michigan Retail Lumber Dealers Assn., Civic Auditorium, Grand Rapids, Mich., Booth No. E-12.

Feb. 3-4-5 — Mid-Atlantic Lumbermen's Assn., Chalfonte-Haddon Hall Hotel, Atlantic City, N. J., Booth No. 308.

Feb. 3-4 — Lumber Dealers Assn. of Western Pennsylvania, William Penn Hotel, Pittsburgh, Pa., Booth No. 66-71.

Feb. 9-10-11 — Illinois Lumber & Material Dealers Assn., Hotel Sherman, Chicago, Illinois, Booth No. 1.

Feb. 10-11-12 — Mountain States Lumber Dealers Assn., Shirley Savoy Hotel, Denver, Colorado, Booth No. 26.

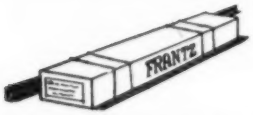
Feb. 16-17-18 — Wisconsin Retail Lumbermen's Assn., Milwaukee Auditorium, Milwaukee, Wisc., Booth No. 75.

March 2-3-4 — Indiana Lumber & Builders Supply Assn., Murat Temple, Indianapolis, Ind., Booth No's. 60 & 61.

March 10-11-12 — Iowa Retail Lumbermen's Assn., Iowa Exhibit Building, Des Moines, Iowa, Booth No. 179.

April 11-12-13 — Lumbermen Assn. of Texas, Will Rogers Coliseum, Fort Worth, Texas, Booth No. 26.

Right: The No. 500 Series Sectional Door that features "Glide-O-Matic Action."



FRANTZ OVERHEAD HARDWARE SETS available in a complete line, for openings up to 18' wide x 12' high, for doors weighing up to 720 lbs. Frantz Hardware Sets give the builder or home-owner unlimited scope in designing garage doors to harmonize with any architectural plan. Write for Catalog No. 107.

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When you see these modern overhead garage doors in action—when you experience their easy-opening and compare their beauty and their many other features—you will understand why so many dealers and contractors prefer FRANTZ.

Here are more than 25 sizes and styles of single and double-width, rigid and sectional type overhead doors. Here, also, for your special convenience, is a selection of Overhead Hardware Sets second to none. Whichever you prefer—complete doors or hardware only—Frantz has the answer. Write for Frantz' New Catalog No. 302.

FRANTZ MANUFACTURING COMPANY • STERLING, ILLINOIS

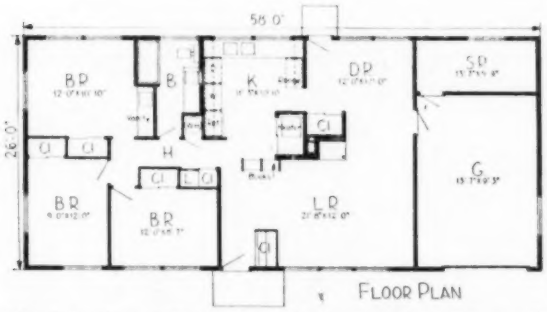
this ready-made house fits wide or narrow lot

Capri can be oriented in different ways by placing garage on one of four corners. Plans are flexible with four orientations for wide lots and four for narrow ones. Front elevation is shown

A new prefabricated home called the "Capri" has been designed by Modern Homes Corporation to meet the needs of families living in the climatic belt extending from Maine to Montana.

The Capri is a three-bedroom home containing 1,508 square feet. Its design allows for several orientations of the basic plan on the building site and incorporates several features that accommodate it to temperatures ranging from sub-zero to 100 degrees within a period of six months.

The roof overhang extends to 42 inches. As a result, it provides a solar canopy which blocks off excessive



Island fireplace with corner opening serves both living and dining areas. Free-standing closet and shelf units act as mobile walls. House can be built with slab, crawl space or basement

direct sunlight in summer when the sun is high, but admits winter light and warmth when the sun is low. It also shields open windows from rain.

The fascia board along the front edge of the roof overhang is part of the gutter. Behind the gutter, there is a six-inch screened opening the full length of the canopy to ventilate the attic area and displace hot air which is vented through louvers at either end of the gables.

The louvers are designed so that the top three courses

(Continued on page 297)

W. P. "Bill" Atkinson* saves $101 per home with Insulite

*Past president NAHB; member NAHB Past Presidents' Council; developer of Midwest City, Oklahoma.

John R. Worthman* saves $83 per home with Insulite

*National director, NAHB; winner Practical Builder Merchandising Competition, 1950; pres. John R. Worthman, Inc., Fort Wayne, Indiana.

Clifford McVetta* saves $60-$105 per home with Insulite

*President, Sandusky (Ohio) Home Builders Association, 1953, secretary, 1952. Quality builder of $18,000 to $45,000 homes.

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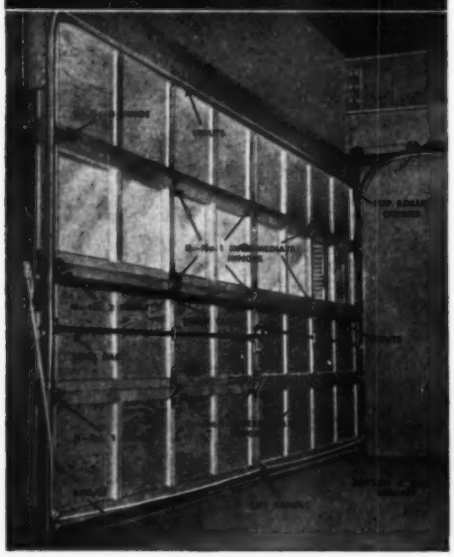

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Equally important are its ease of installation and operation, its quality workmanship and materials.

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2. ENDS LEAKING WALLS
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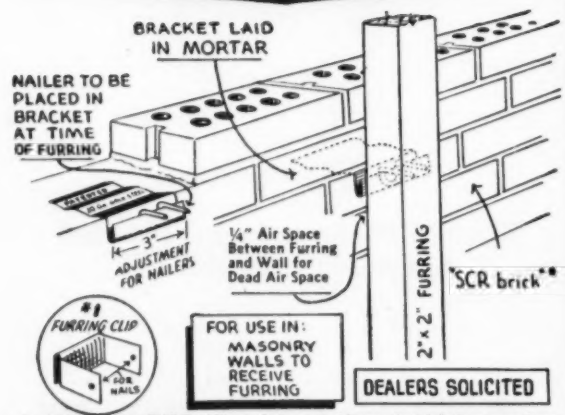

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"MANY OF OUR APPLICATORS USE THE ARROW GUN TACKER"

says the BALDWIN HILL COMPANY, Manufacturers of Insulation.

for wide or narrow lot

(*Continued from page* 295)

Rear elevation is designed so living room can be located either at front or rear of lot with minor changes. Roof pitch is 4:12 to emphasize horizontal lines

of siding in the gables are tilted outward at the bottom edge to provide a screened vent opening all the way across.

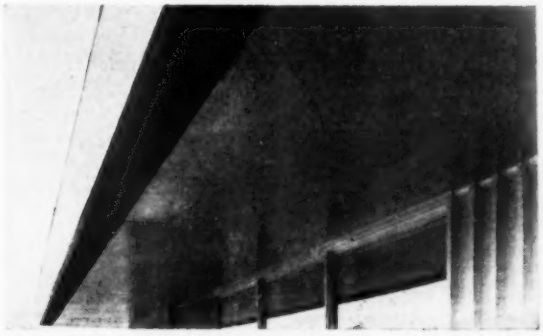
All windows are equipped with storm panels and screens installed at the factory. Thermopane windows have louvered and screened panel ventilators below. In slab-floor houses, perimeter heating registers are in the slab along the outside walls and between studs in the interior partitions.

The fireplace unit includes the heating unit closet and a large utility closet which may be used as a clothes closet or for storage, depending upon the floor plan selected.

The kitchen is a modified U-shape with steel cabinets, and a double porcelain sink with disposal unit. An exhaust fan venting through roof of sidewall is standard equipment.

The total construction cost of the Capri, not including the mortgage cost, sales commission, land and profit, is about $11,660.

One-piece window and door trim of soft pine is shipped to builder premitered and prebundled



Roof overhang showing screened ventilating slot

'Len Bisanz* saves $106 per home with Insulite

*1953 director, NAHB; past pres. Home Builders Assoc. of St. Paul (Minn.) Winner, Practical Builder Merchandising Competition, 1952. Pres. Bisanz Bros. Const. Co.

Alfred J. Wetor* saves $57 per home with Insulite

*Past pres., Milwaukee Builders Association; national director, NAHB, 1953. For 15 years an Insulite builder.

'John J. LaPorte* saves $15-$30 per unit with Insulite

*Regional vice-president, NAHB; 1953 director, NAHB; past president, Portland Home Builders Association.

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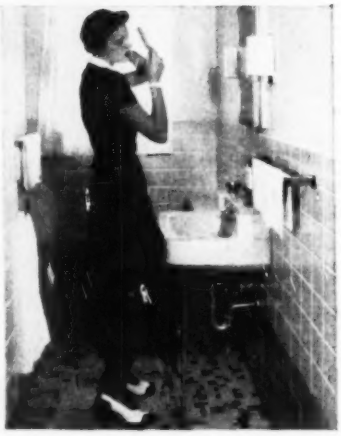
One of 37 Palmer-built homes in new "Palmer's Kessler Boulevard Addition." All baths have Mosaic Clay Tile floors and wainscots.

"We're sold on Mosaic Clay Tile," says Mr. William F. Verbarg, 1735 West 57th St. "We especially like our All-Tile Accessories—soap dish, tumbler, brush and paper holders, towel and grab bars. They're good looking as the tile itself, and they're so easy to clean."

"Our Mosaic Tile bathroom is the most attractive we've ever had," writes Mrs. Charles J. Kruse, 1660 W. Kessler Blvd., whose daughter, Miss Joyce Kruse is pictured at right. "Tile looks so luxurious and it's wonderful to know it will always look that way."



Blakley Granite Co., Indianapolis, Indiana, Tile Contractor.
(All tile set by Thin-Bed Setting Method.)

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Fred L. Palmer (seated) and Richard Palmer, Partners, F. L. Palmer & Son Construction Company, Indianapolis, Indiana. Mr. Fred Palmer built his first house in 1905. His son joined him as partner in 1940. Mr. Fred Palmer is a Director and Past President of the Marion County Residential Building Assoc., a Director of the Construction League, and has served as President of the Indianapolis Real Estate Board and Indianapolis Home Builder's Assoc. Their latest project is the 37-house development, "Palmer's Kessler Boulevard Addition." All houses have Mosaic Tile baths.

"We use Mosaic Clay Tile exclusively," says Mr. Fred L. Palmer. "It gives our customers full dollar value, easier housekeeping, and a home that has more re-sale value. Clay tile pays off for us, too. We have fewer complaints, happier buyers, and quicker sales."

Give your customers Mosaic Clay Tile. See Mosaic Clay Tile today at your nearest Mosaic showroom, or at the showroom of your Tile Contractor. For tile-fact literature, write Department 35-16, The Mosaic Tile Company, Zanesville, Ohio.

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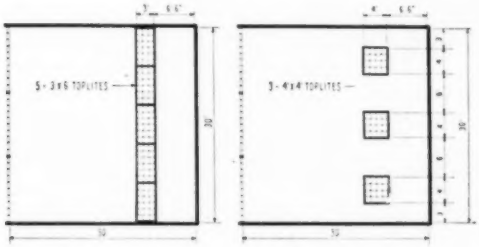
how to install new glass block skylight

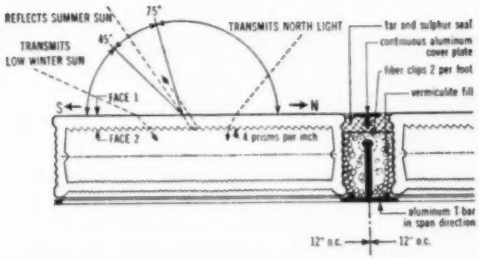
The Kimble Glass Company, subsidiary of Owens-Illinois Glass Company, is introducing a new type of skylight material designed for use in one story schools.

The new skylight, developed after more than two years of research in the Daylighting Laboratory of the

(*Continued on page* 301)



For best performance, the Toplites should be oriented north and south, but a 30-degree rotation east or west is permissible



Toplite in cross-section. Top face is plain so that it will be washed by rain when installed with normal drainage slope (¼ inch per foot in any direction except south)

A. K. Stewart* saves $102 per home with Insulite

*Leading Knoxville, Tennessee, builder of quality homes and small commercial buildings. Member, NAHB.

Eldridge H. Crowell* saves $90-$115 per home with Insulite

*E. H. Crowell Builders, Toledo, Ohio. President, Toledo Association of Home Builders; 1953 alternate director of NAHB.

Wayne D. Walker* saves $108 per home with Insulite

*1953 director, NAHB; past president, past secretary and past treasurer of Battle Creek (Mich.) Home Builders Association.

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INSULITE

See how more building leaders save with Insulite →

when you're building houses...

GIVE THEM AIR!

safeguard against paint blister and peeling with

"MIDGET" LOUVERS

Install Midget Louvers on the overhang or soffits of Ranch type homes . . . on gable ends, dormers, eaves, etc. of houses of any style. Wherever there is danger of destructive condensation and dampness, these inexpensive all aluminum units are your fastest, cheapest and most positive method of permanent protection. Made in 6 sizes (1" to 4" diameter)—2 styles (regular, with rain deflectors —and "ID" without deflectors). Both have built-in screens to keep out insects.

QUICK & EASY TO INSTALL. Just drill hole and tap in place. No nails or screws. "Midget" Louvers have special tension slots and swedge fasteners to assure tight fit and permanent anchorage.

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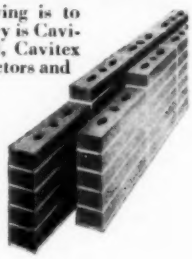
Among today's home builders the swing is to masonry. And the ultra-modern masonry is Cavitex. With eye-appeal and price appeal, Cavitex has unusual interest for building contractors and owners alert to modern trends.



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Expensive? Just the reverse! Material for material, Cavitex costs less than frame. This low price made possible by manufacturing economies. Local plants convert local raw materials into units for local builders. Usual high costs of freight and distribution are practically eliminated. Write today for 4-color brochure and name of nearest local production plant.

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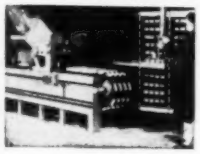

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Many choice locations are open for the local manufacturing of Cavitex. Excellent opportunity for building contractors. Each plant operates under franchise in protected territories. Cavitex machine available on lease or sale. If interested, ask for important book "Opportunity Unlimited."

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Neoprene "Cushion Snap"—No Kick!

"Super Slugger" has a terrific wallop — yet weighs only 7½ pounds! Its new patented "Cushion-Snap" impact motion eliminates kick, direct vibration and operator fatigue. Plug in this heavy-duty hammer anywhere — use it for drilling, chipping or channeling masonry or concrete, cutting sheet metal, stripping linoleum or plastic flooring, scaling rust and hundreds of other jobs (full line of tools available). "Super Slugger" works fast — multiplies work output. Low in cost, it is simple to maintain — will save you money. Investigate!

Manufactured by Noble & Stanton, Inc., Bedford, Ohio

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☐ Please Send Catalog, Prices and Complete Data
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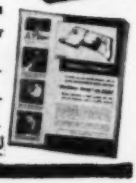

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AVAILABLE IN 9 SIZES from 12 to 72 Inches

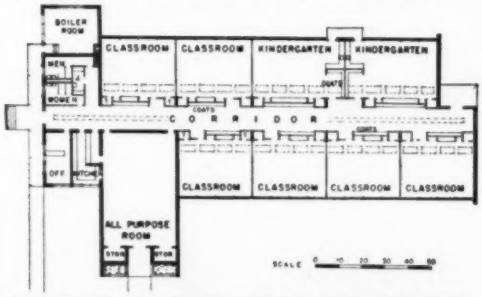
If Your Dealer Can't Supply You, Write Dept. A-1

J. H. SCHARF MFG. CO. · OMAHA, NEBR.

new glass block skylight

(*Continued from page* 299)

First building to incorporate Toplite panels is the W. K. Kellogg School Addition in Middleville, Michigan—14,600 square feet at a cost of $13.25 per square foot



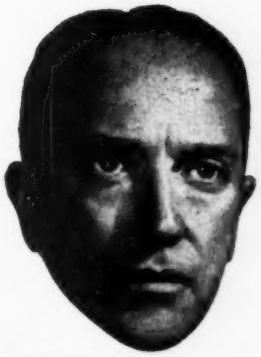
Rooms are 31 feet 8 inches by 24 feet. Roof lighting was selected because it eliminated framing required by clerestory construction

University of Michigan, is called Toplite. It consists of prefabricated glass block panels 3x3, 3x6 or 4x4 feet. These panels are set as a continuous or broken strip in the roof, parallel to the corridor side wall.

This arrangement makes the entire room available for all visual tasks, and raises the level of illumination to the point where high reflectivity of surfaces is no longer a lighting "must." Need for artificial lighting is greatly reduced.

The Toplite panel consists of hollow hermetically-sealed units, each 10⅝ inches square and 3 inches thick, set in an aluminum grid on 12-inch centers. The glass has been designed to be selective in its transmission of daylight, and specifically distributes the transmitted light about the interior. It provides high light transmission from the north half of the sky and from the lower

(*Continued on page* 303)



C. F. McWilliams, Jr.* saves $102 per home with Insulite

*Park Builders, Pittsburgh. 1953 president, Home Builders Association of Metropolitan Pittsburgh.

Floyd R. Kimbrough* saves $89 per home with Insulite

*1953 director, NAHB; active in Home Builders Association of Jackson (Miss.); president, Kimbrough Homes, Inc., Jackson, Mississippi.

Richard B. Pollman* saves $80-$120 per home with Insulite

Chairman of Design, Engineering and Research Committee for Prefabricated Home Manufacturers' Institute; member N.A.H.B.; nationally-known designer and builder; author of widely distributed books on home planning; pres. Richard B. Pollman Building Co., Detroit.

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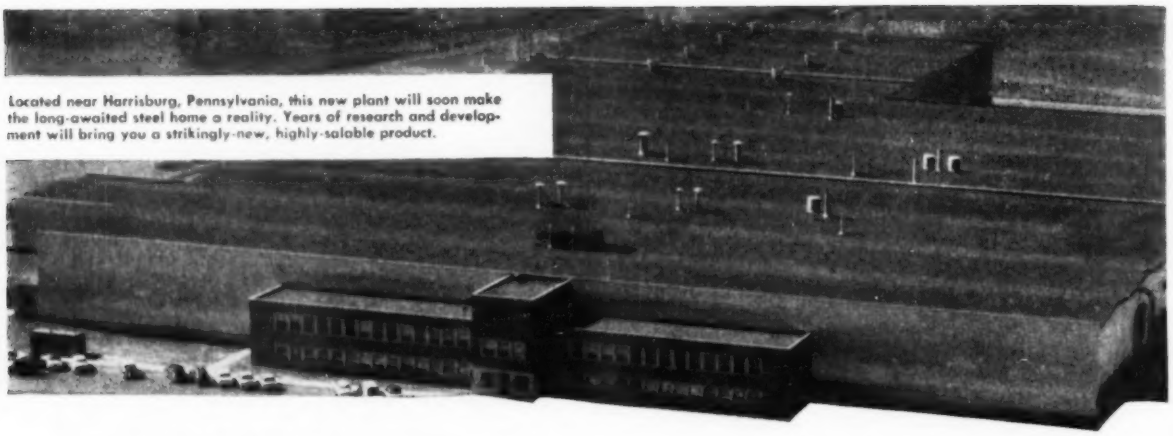
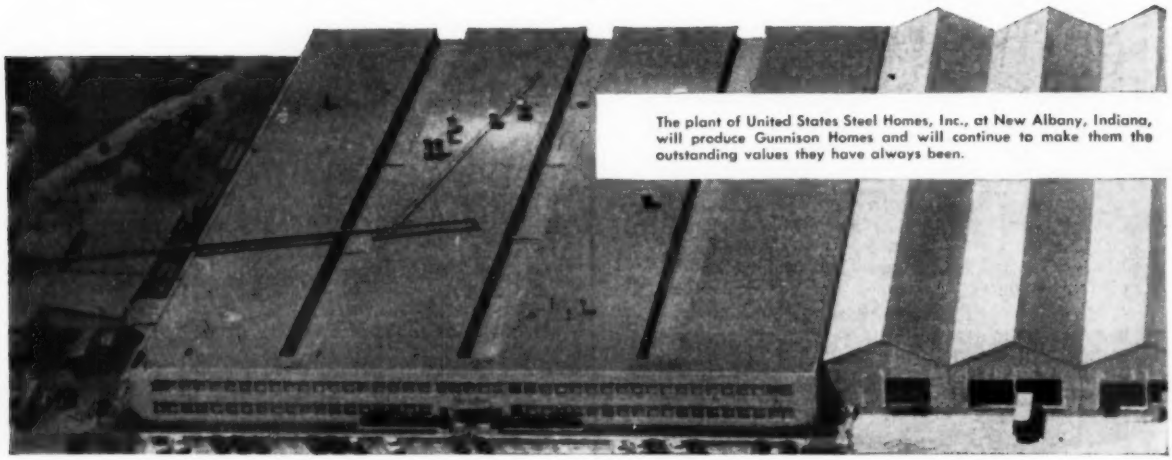
See how more building leaders save with Insulite →



Located near Harrisburg, Pennsylvania, this new plant will soon make the long-awaited steel home a reality. Years of research and development will bring you a strikingly-new, highly-salable product.

NOW...two great plants



The plant of United States Steel Homes, Inc., at New Albany, Indiana, will produce Gunnison Homes and will continue to make them the outstanding values they have always been.

SOON...two great products

• United States Steel Homes, Inc. offers a vast program of construction financing, mortgage financing, local promotion and national promotion to materially assist a selected group of builders to market these two great products. This program is designed for the builder with acceptable land, market potential and a qualified building organization to realize a full return on his investment in the competitive 1954 building program.

To be one of the first home builders to receive information on the great 1954 plans of United States Steel Homes, Inc., visit Booths 172-173 at the National Association of Home Builders Convention in Chicago, January 17-21. Or write on your letterhead to United States Steel Homes, Inc., Dept. AB-14, New Albany, Ind.

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Formerly Gunnison Homes, Inc.

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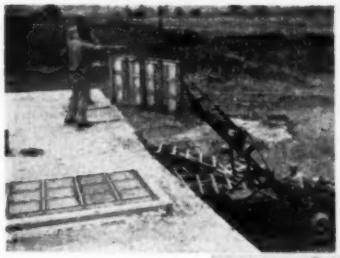
DISTRICT OFFICES: Atlanta, Ga. · Chicago, Ill. · Columbus, Ohio · Dallas, Tex. · Harrisburg, Pa. Louisville, Ky. · Newark, N. J. · Omaha, Neb.

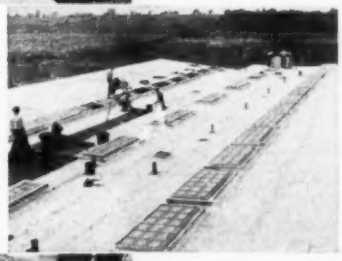
SUBSIDIARY OF UNITED STATES STEEL CORPORATION

new glass block skylight

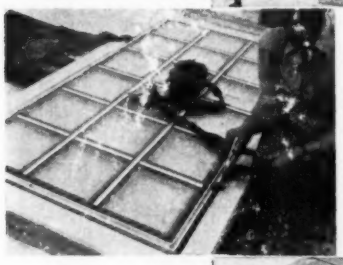
(*Continued from page* 301)



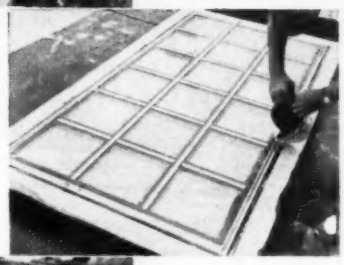
Toplite panels are delivered to the job, ready for installation



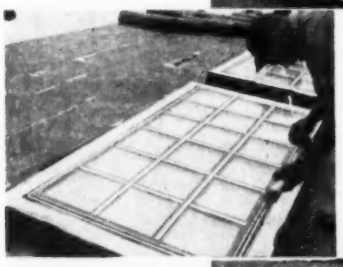
Panels are installed in prepared openings or curbs. Curbs can be wood, steel or concrete. Roofing materials are laid after panels are in place



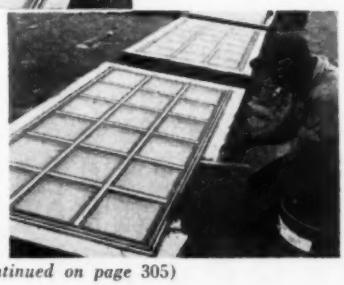
Oakum is forced into expansion space between curb and panel



Vaultlight cement is poured in stages over oakum. Cement is fast setting and serves as a seal



Asphalt mastic is forced into panel reglet, preparing it for insertion of flashing material



Roofing material is brought up to top of curb, and asphaltic compound is troweled on curb top and sides

(*Continued on page* 305)

Roy E. Olson* saves $150 per home with Insulite

*Roy E. Olson, Inc., Minneapolis; 1953 national director, NAHB; 1946-47-48 vice president and director, Minneapolis Home Builders Association.

J. S. Norman, Sr.* cuts cost of air conditioned homes with Insulite

*Pres. J. S. Norman Building Corp., Houston. Member, NAHB and Houston Home Builders Association. Awarded Houston "Builder of the Year" award, 1952.

Dale J. Bellamah* saves $26 per M with Insulite

*Pres. Bellamah Const. Co., Albuquerque. Member NAHB Executive Committee. Regional vice-president of NAHB for Arizona and New Mexico. 1950 president, Albuquerque Home Builders Assn.

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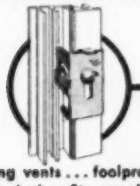
---SLIDING---
Traverse Window

Direct-Mounting Screens and Storm Sash . . . no special fin trim or moldings needed. Attach to clips on frame.

Neoprene Weatherstripping and Dust Guards give tight protection, yet do not interfere with easy removal of vents.



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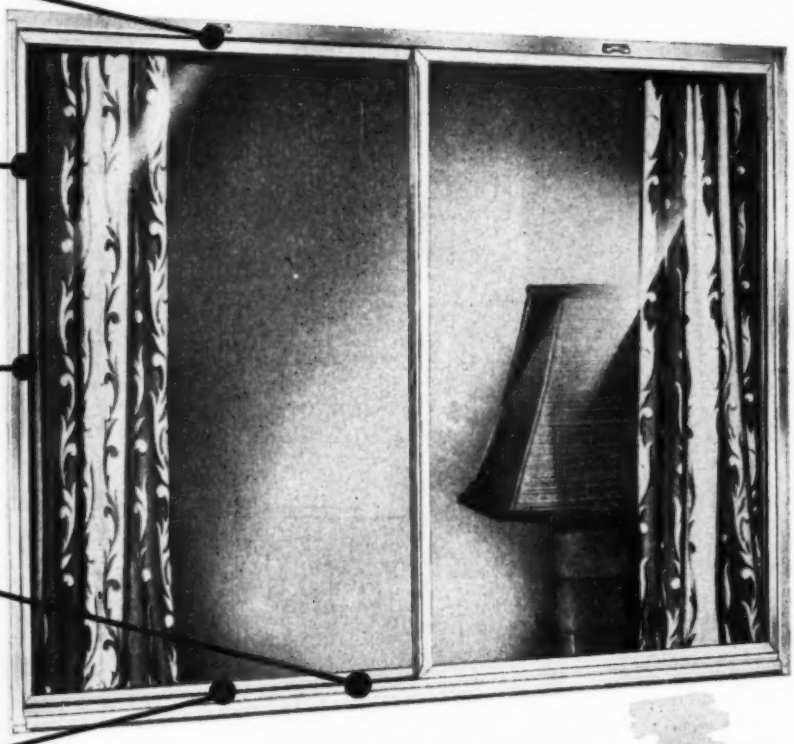
Exclusive "Aquawell" Double Sill drains off wind-driven water or condensation moisture—effective even in hurricane conditions.



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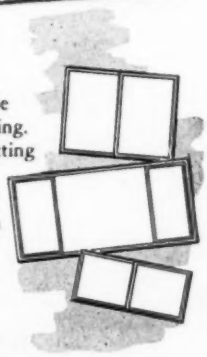

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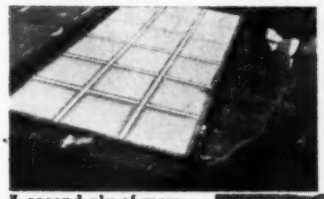
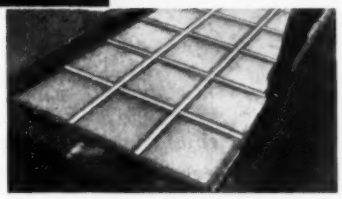
BUILDING PRODUCTS

new glass block skylight

(*Continued from page 303*)



Membrane is inserted in reglet and brought over top of curve and down the sides. Another coat of asphaltic compound is applied over the entire fabric area



A second ply of membrane fabric is laid on top of the second coat of asphalt, with edge forced into reglet. On top of this second fabric a third and final coat of asphalt is troweled

part of the south sky, but gives only low transmission of daylight from the section of the sky which contains the hot, bright summer sun. The glass achieves substantially the same brightness pattern for all exterior illumination conditions. Thus the Toplite evenly distributes cool, glareless light at all times.

Cost of the material is quoted at around $8 per square foot.

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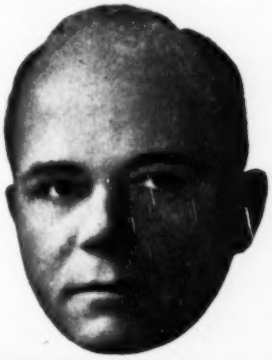
Nathan Manilow* saves $42.50 per home with Insulite

*Pres. American Community Builders, Inc., developers Park Forest, Ill.; pres. Manilow Const. Co., Inc., developers Jeffery Manor and other communities; 1953 dir., NAHB; member, 1953 NAHB Exec. Committee; chairman, Nat'l Housing Center Com.; former treas., NAHB.

Ottomar E. Gaiser* saves $194 per home with Insulite

*Delegate, 1953 NAHB Convention. Luxury home builder in the Cleveland area for the past 30 years.



Joseph H. Vatterott* saves on $10,000 to $27,000 homes with Insulite

*Past pres. Home Builders Association of Greater St. Louis; 1951-52 chairman, Labor Committee, NAHB; awarded Schuermann "Best Citizen" trophy in 1951.

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(the April issue of AMERICAN BUILDER) lists Building Products and Equipment Manufacturers, Brand Names, Trade Associations and many others. It tells you WHO makes it, HOW to use it and WHERE to buy it.

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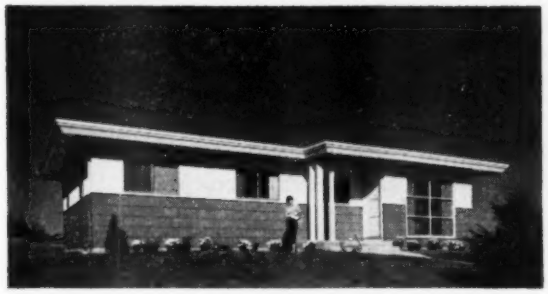
prefab for '54 features open living



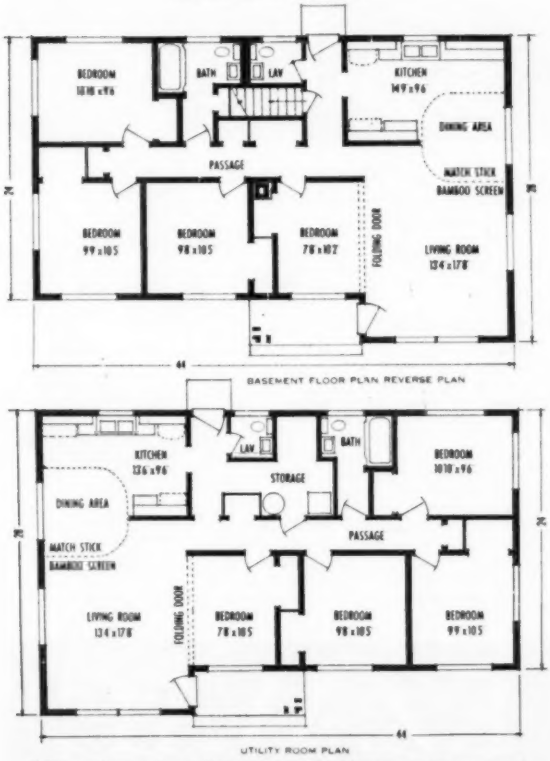
Four bedroom "Pioneer" shown here features a flat roof; will be available in hip or gable models

More storage space and a three-way dining area designed for flexible open living are featured in this new four-bedroom prefabricated home. Contemporary in style, the new home is named the "Pioneer" by its manufacturers, the Harnischfeger Corporation.

The Pioneer is the forerunner of the Corporation's new line of 1954 prefabricated homes. Other models to be produced in 1954 will include two-, three- or four-bedroom models in both basement and "all on one floor" models.

The living, dining and kitchen areas feature open

(Continued on page 309)



"Pioneer" contains 1,132 square feet. Plan may be reversed

Paul D. Snow, Jr.* saves $72 per home with Insulite

*Member, NAHB; active in the New Orleans' Home Builders Association; builder of quality homes in New Orleans area for the past 12 years.

Wm. R. Doll* saves $80-$120 per home with Insulite

*President, "Another Doll House, Inc.," Buffalo, N.Y.; president Niagara Frontier Builders Association, Inc.; member, NAHB.

Carl Gellert* provides quality, cuts costs with Insulite

*Charter member, director and past-president, Associated Home Builders of Northern California; director of NAHB; winner 1952 NAHB "Blue Ribbon Award of Merit;" partner, Standard Building Company, San Francisco.

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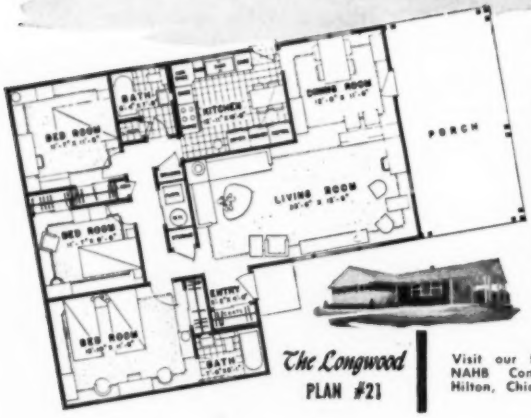

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"The Longwood"—Plan No. 21

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prefab features open living

(*Continued from page 307*)

Folding match-stick bamboo screen on ceiling track here conceals kitchen area from dining-living area

When folding screen is pulled back, kitchen, dining and living areas become one large room. Floor to ceiling sliding doors for closets put shelves and drawers within easy reach

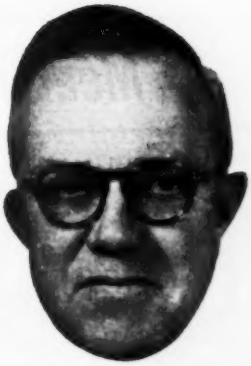
planning. The living room is 72 square feet greater than minimum standards require. The dining area is defined by a three-way folding split-bamboo curtain, riding on a circular ceiling track. By drawing this curtain, the housewife can make her dining room part of the kitchen, part of the living room or a room in itself. The cabinets and working areas in the kitchen are liberal. Kitchen cabinets are of steel construction including a hood above the range containing a ventilating fan.

Each bedroom contains a closet with ceiling-high sliding doors and built-in drawers and shelf sections. In addition, there are extra hall, linen and guest closets. The fourth bedroom may be opened into the living area through an accordian-fold door. In this way, it can serve as a bedroom den, guest room, TV room or as added living room space. This house has one and one-half baths.

The 1954 Pioneer is so designed that it can be oriented to face the front or the rear of a lot.

Construction of the house includes skin-stressed wall panels and partitions containing 2x3 studs 16 inches o.c. and 2x3 plates. Exterior walls are sheathed with $\frac{3}{16}$-inch plywood glued and nailed. Partitions are also skin stressed with $\frac{3}{8}$-inch Upson "Strong Bilt" panels glued and nailed. On gable- and hip-roofed models, trusses are placed 48 inches o.c.

Estmated cost of the four-bedroom Pioneer is $14,000 with basement, but not including the lot.



Monroe Warren, Sr.* saves $71 per home with Insulite

*Senior member, organizing committee, Washington, D.C. chapter, NAHB; former director, Home Builders' Association of Metropolitan Washington; pres., Meadowbrook, Inc., Washington, D.C.

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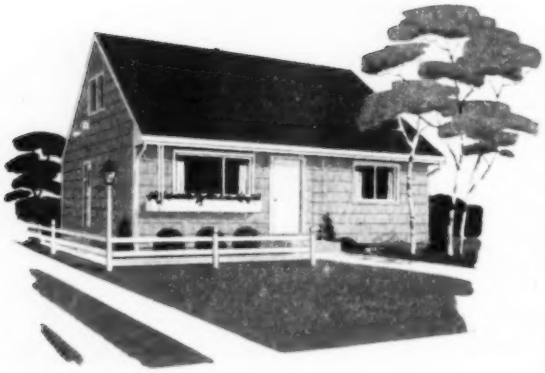
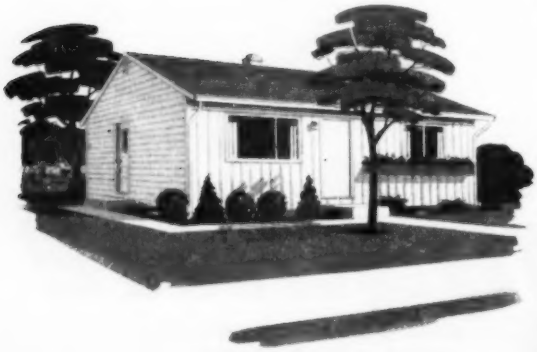


1½-story expandable homes



2 and 3 bedroom ranch types

For over 30 years the Colpaert organization has built homes on a large scale. Retaining the accepted and most desirable features of conventional building, Colpaert homes are factory assembled and delivered as a complete package; ranging in price from $6,000 to $15,000 . . . and sold on terms that appeal to 80% of the prospective home buyers.

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Colpaert

HOMES INC.
South Bend, Indiana

DIRECTORY OF NAHB CONVENTION EXHIBITORS
PRODUCT, EXHIBIT BOOTH, PERSONNEL

Exhibitor	Product	Hotel and Booth No.	Personnel
A-1 Plastic Molders, Inc.	Plastic wall tile	Hilton 170-171	J. Gaittens, M. Haedtler, R. Jungles, W. Kilduff, P. Makray, P. Stubbs, V. A. Thompson
Acme Appliance Mfg. Co.	Sliding-door hardware	Sherman 461	H. Hezlep, Jr., H. Hezlep III, J. M. Hezlep, R. Q. Russell
Air Control Jalousies of America, Inc.	Glass jalousies	Sherman 466	L. Bakal, C. F. Hayes, J. E. Hayes, H. A. Keller, E. Stock
Air Control Products, Inc.	Building accessories	Hilton 204-205	K. L. Babcock, E. G. Biela, W. A. Clark, C. E. Denton, R. C. Hackenbruch, R. L. Leigh, P. G. Montgomery
Akron Products Co., The	Floor jacks	Hilton 179	C. J. Giegel, P. E. Lichty, L. I. Lounsbury, C. R. Marshall
Alliance Ware, Inc.	Plumbing fixtures	Hilton 198-199	W. H. Brett, K. E. Ewing, G. Martin, W. F. McCutcheon, J. C. McIntosh, W. H. Rodgers
Alsynite Co. of America	Translucent panels	Sherman 462	J. S. Berkson, E. Dowling, W. D. O'Morrow, G. P. Wertz, T. C. Wright
American Air Filter Co.	Portable air heaters	Sherman 443	S. H. Fain, H. C. Gragg, C. S. McAfee, J. H. Milliken, C. C. Sowerby
American Brass Co.	Copper building products	Hilton 145-146	S. F. Cook, W. H. Dowd, R. Hegarty, Jr., F. E. Hill, M. T. Leinenweber, H. E. Voegeli
AMERICAN BUILDER	Builders' magazine, convention daily paper, *Housing, U.S.A.*, and other books	Hilton 83	C. J. Wageman, E. G. Gavin, F. A. Clark, L. E. Arent, D. T. Brickner, D. J. Casey, D. S. Clark, L. B. Conaway, C. L. Conley, W. S. Guskill, G. W. Hutchings, W. J. Kane, F. Klaner, Jr., M. D. Price, B. M. Robinson, J. Sanders, B. A. Sparks, L. Vogler, W. L. Taylor, R. Whittington, and editorial staff
American Cabinet Hardware Corp.	Cabinet hardware	Hilton 153-154	J. Bosworth, F. Engstrom, E. I. Jones, R. Layng, R. Sweet
American Gas Assn.	Kitchens, gas ranges	Hilton 229	C. R. Bowen, S. Gorman, N. D. Jennings, D. M. Jensen
American Kitchens Div., AVCO Corp.	Sinks, dishwashers, kitchen cabinets, disposers, accessories	Hilton 2	K. Cook, M. Gallagher, C. F. Hastings, W. Perin, S. E. Smalling, H. T. Stroop, J. Williams
American Radiator & Standard Sanitary Corp.	Heating, plumbing equipment	Hilton 133 to 141	Not available
American Telephone & Telegraph Co.	Telephone planning, service	Hilton 29	Not available
American Welding & Mfg. Co.	Steel doors, frames, sliding closet doors	Hilton 181-182	H. H. Armstrong, D. W. Dawson, R. L. Evans, T. Z. Herr, T. A. Stratford
Andersen Corp.	Awning windows	Sherman 396-397	Not available
Apex Electrical Mfg. Co. (Apex-Rotarex)	Home appliances	Sherman 381-382	Not available
Appliance and Electronics Div., AVCO Corp.	Automatic laundry units	Hilton 152, 158 to 163	Not available
Armstrong Cork Co.	Floor and wall coverings	Hilton 27-28	L. Everhart, E. H. Gill, G. Johnston, C. W. Robinson, F. Simpson, E. Sterrett, F. Stassel, D. Whinfrey
Arnold Products Sales Corp.	Awning windows, jalousies	Sherman 312-313	R. T. Ashbaugh, K. F. Beauchene, B. V. Becker, G. Burgess, H. E. Keenan, M. Morris, M. B. Morris, W. Wohlke
Arrow-Hart & Hegeman Electric Co.	Electrical products, switches	Sherman 444	J. S. Call, H. J. Fonda, W. Rohr, R. C. Sheppard
Artcrest Plastics Co.	Plastic wall tile	Hilton 278	R. L. Babb, A. D. Choyke, R. B. Wilson
Automatic Devices Co., Inc.	Room thermostats	Sherman 304	E. Barta, O. W. Dobson, H. T. Kucera, E. J. Sidney
Barber-Colman Co.	Garage doors, door operators	Hilton 189-190	Not available
Barrett Div., Allied Chemical & Dye Corp.	Roofing, siding, insulation	Hilton 262-263	C. E. Helwig, A. E. Ross, E. M. Smith, E. A. Zipperer
Beatrice West Studios	Color styling, interior designing	Hilton 260-261	R. Gaines, W. Lasker, N. Ungaro, B. West
Berger Mfg. Div., Republic Steel Corp.	Metal kitchens, accessories	Hilton 227-228	R. W. Baker, E. E. Bang, C. E. Howes, W. K. Northrup, H. Pfeiffer, C. K. Reynolds, Jr., H. W. Steinkamp
Berns Mfg. Corp.	Ventilating fans	Sherman 354	S. M. Bernstein, R. Davis, W. J. Rosen, A. Weingarten
W. G. Best Factory Built Homes, Inc.	Prefabricated homes	Sherman 449	Not available
Bianco Mfg. Co.	Kitchen nooks	Sherman 412-413	C. A. Bianco, M. Bloom, R. S. Carlin, E. Cohen, A. Dardick, B. Grogan, C. Molay, S. Portman
Bilco Co., The	Steel cellar doors	Sherman 428	E. F. Lyons, J. M. Lyons
Bird and Son, Inc.	Insulating siding	Sherman 372	W. J. Brebach, A. M. Dobbins, P. C. Johnson, W. W. Wilson
Bluejay Chrome Products, Inc.	Chrome bathroom accessories	Hilton 274	M. M. Mallinger, J. Schein
Brandes Co.	Warm-air baseboard heating units	Sherman 380	E. E. Brandes, H. H. Brandes, F. Voth
Briggs Mfg. Co.	Plumbing fixtures	Hilton 80-81-82	E. O. Brady, F. O. Cole, W. B. Hess, A. N. Hill, F. W. Hofmann, E. E. Lundberg, W. L. Morris, W. K. Muir, H. C. Williams
E. L. Bruce Co.	Hardwood flooring	Hilton 66-67	H. Creech, E. L. Fellman, L. Grandstaff, R. Magers, L. Smith, N. Speer, W. J. Wood
Brickcrete Associates, Inc.	Masonry products	Hilton 273	W. H. Johnson, H. K. Miller
Bryant Heater Div., Affiliated Gas Equipment Corp.	Gas heating equipment	Hilton 109 and 122	D. K. Bogart, J. A. Corny, M. C. Eck, B. M. Fleetwood, R. G. Mihan, R. E. Mooney, A. J. Stewart, W. J. Trogeser, R. E. Wiencke, W. H. Wise
Builders Mfg. Co.	Metal window and door frames	Sherman 302-303	Not available
Caloric Stove Corp.	Home heating equipment	Hilton 230	M. Batchelder, L. McMillen, G. D. Sutherin, H. Tiley
Wm. Cameron & Co.	Wood window and door units	Sherman 392	A. L. Almon, C. Beal, J. R. Byford, H. McNabb

Exhibitor	Product	Hotel and Booth No.	Personnel
Carey Mfg. Co., The Philip	Bathroom cabinets and accessories	Hilton 21-22	Not available
Carr, Adams and Collier Co.	Millwork, windows and doors	Sherman 405-406	Not available
Carrier Corp.	Air conditioning equipment	Sherman 474-475	W. A. Lake, S. F. Leib, T. F. Preston, T. Skoglund, A. W. Walker, T. A. Welch
Ceco Steel Products Corp.	Steel and aluminum windows	Hilton 77-78	Not available
Celotex Corp., The	Roofing, sheathing, lath, insulation	Hilton 4	I. L. Birner, A. Cassin, H. W. Collins, E. E. Dierking, G. Fergusen, M. Greenwood
Certain-Teed Products Corp.	Roofing, siding, gypsum wallboard	Hilton 248	C. E. Abbey, K. C. Bowland, M. Meyer
Chambers Corp.	Cooking units, gas ranges	Hilton 225-226	D. Brockett, F. Flato, G. T. Gunter, F. N. Hall, J. E. Le Moe, E. Mullen, K. Parson, A. Scheffer, J. Van Meter, C. W. Zemer
Chase Brass & Copper Co.	Copper building products	Hilton 68-69	B. A. Dean, W. E. Evans, R. L. Maher, W. M. Mulholland
Chimney Sales Corp.	Chimney flues	Sherman 424-425	J. H. Helman, E. O. Leonard, H. Thompson, R. K. Thulman
Chrysler Corp., Air-temp Div.	Air conditioners	Hilton 118-119	M. T. Bard, J. F. Knoff, F. J. Koehnen, Jr., W. B. Magill, L. E. McKee, E. A. Nash, R. C. Olsen, W. H. Peet, Jr., A. J. Schiffman
Coleman Co.	Evaporative condensers	Hilton 44 to 48	C. L. Burrows, C. R. Conn, S. Coleman, C. R. Douthitt, R. Hanson, J. R. MacDowell, L. M. Marks, J. R. Montgomery, M. G. Roake, J. Thornton, J. Warren, L. C. Wheaty
Columbia Mills, Inc.	Venetian blinds	Sherman 440	G. A. Fogarty, R. E. Shelhamer, Jr., F. J. Sliney, K. G. Swayer, M. A. Venditti
Conco Engineering Works	Furnaces, cooling units	Hilton 18	J. W. Burch, R. W. Conkey, L. Davignon, R. W. McKenzie, W. Momeny, L. A. Page, W. G. Van Etten
Condensation Engineering Corp.	Prefabricated chimneys	Hilton 63	W. Aschliman, B. A. Johnson, T. Jones, W. Limbert, B. Teeters, R. Wasson
Congoleum-Nairn, Inc.	Linoleum tile	Sherman 472-473	J. E. Cosse, F. E. Davis, M. E. Dixon, S. F. Faulkner, J. T. Lorick, J. V. Tharrett, E. G. Wiggens, W. H. Wileman
Connor Engineering Corp.	Air diffusers	Sherman 426	C. W. Byrum, W. W. Quitmeyer, A. L. Register, T. L. Smith
Consolidated Venetian Blind Co.	Venetian blinds	Hilton 257	M. Anderson, R. W. Brown, G. Gasperecz, T. Kindred, H. Wayman
Coppes, Inc.	Kitchen cabinets	Sherman 450	C. H. Coppes, J. F. Coppes, T. Kobe, G. L. Kurtz, H. M. Phillips
P. & F. Corbin Div., American Hardware Corp.	Residential locks	Sherman 448	J. C. Blied, L. C. Booth, C. W. Bostrom, M. A. Johnson, C. R. Kazmer, H. B. Kent, E. A. Trierwiler, A. C. Ziegler
Corrulux Div., Libby-Owens-Ford Glass Co.	Fiberglas panels	Hilton 275	J. T. Sings, L. V. Warner
Crane Co.	Plumbing equipment	Hilton 191 to 193; 206 to 208	Not available
Crawford Door Co.	Garage doors	Hilton 62	Not available
Cummins-Chicago Corp.	Electrical tools, home workshops	Hilton 258	M. Egan, P. Jones, T. Lithio, S. C. McAuley, S. McPartlin, R. McVey, J. H. Slingerland, G. Skybrock,
Curtis Companies, Inc.	Wood kitchen cabinets	Sherman 407-408	F. F. Bell, E. J. Curtis, Jr., S. S. Cook, J. H. Cowman, G. M. Curtis, D. W. Doherty, T. Hugunin, I. H. Ramsey, J. R. Stoaks, E. J. Wolf
Delco Appliance Div., General Motors Corp.	Air conditioners	Sherman 344	T. J. Affleck, J. L. Eames, F. A. Harmon, R. A. Lyons, F. L. Orcutt, J. R. Williams
Delta Power Tool Div., Rockwell Mfg. Corp.	Woodworking equipment	Hilton 38	R. J. Brown, B. D. Cox, J. E. Gregoric, R. Hubbell, T. C. Mortimer, E. W. Ristau, W. D. Samuels, W. Schutz
Denison Corp.	Combination windows, jalousie windows and doors	Sherman 306	G. Clymer, F. G. Danger, J. E. Lawson, Jr., A. A. Peeters,
Detroit Steel Products Co.	Windows, doors and garage doors	Hilton 72-73	D. J. Carroll, T. A. Ellington, R. A. Findley, R. A. Habermas, E. C. Hodges, W. Huddle, C. Howell, R. Kirkman, E. A. Miller, P. A. Nichols, E. W. Schott, W. J. Slavin, R. L. Stimson
DeWalt, Inc.	Woodworking lathe	Hilton 35-36	S. S. Auchincloss, S. Hambleton, C. Hamlin, A. J. McMurray, A. E. Richardson, H. H. Smith, W. R. Stevens, Sr., J. Stolarz, L. A. Wanot
F. W. Dodge Corp.	Construction news service	Hilton 242-243	Not available
Douglas Fir Plywood Assn.	Plywood paneling	Hilton 37	J. Hess, D. Lockridge, W. H. McCallum, M. L. Olds, D. Paige, N. S. Perkins, J. Ritchie, D. B. Sedgwick, S. A. Taylor
Electrend Products Corp.	Electric heating units	Hilton 268	W. Armstrong, D. D. Peterson
Electriglas Corp.	Heating panels	Sherman 351	K. Appleman, L. Appleman, G. Mueller, H. Rowe, L. Slam, L. Terry, A. Wyatt
Electromode Corp.	Portable electric heaters	Sherman 459	R. C. Boscoe, P. D. Hawkins, A. V. Lamb, R. E. Paquignot, W. T. Watson
Eljer Co.	Plumbing fixtures	Hilton 40-41-42	L. H. Bennett, C. R. Caldwell, J. V. Cannon, Jr., D. J. Crane, J. M. Greer, M. B. Hart, J. H. Ireland, J. C. Latimer, C. H. Menge, J. J. Rardin, A. E. Thiesfeldt
Elkay Mfg. Co.	Sink units	Sherman 460	Not available
Etling Window, The	Swing-in windows	Hilton 180	J. Bisig, J. W. Cully, E. B. Dever, W. Wright

Exhibitor	Product	Hotel and Booth No.	Personnel
Ez-Way Sales, Inc.	Folding stairways	Hilton 239	M. W. Axelrod, W. Bjorklund, J. E. Hansen
D. L. Fair Lumber Co.	Block flooring	Sherman 315	J. B. Brunson, D. L. Fair, Jr., H. J. Fair
Farley & Loetscher Mfg. Co.	Louver blinds	Sherman 401-402	L. E. Blichmann, D. E. Cole, D. J. Dinsmore, A. C. Hamerand, R. A. Loetscher, W. A. Parr, D. M. Neyens, L. C. Paisley, F. K. Wunder
Fasco Industries, Inc.	Block flooring	Sherman 458	C. W. McLaughlin, J. L. Neuman, H. M. Sylvester, Jr., H. P. Toppin, F. E. Warner
Fir Door Institute	Panel doors	Sherman 403	D. Fowler, J. F. Fowler
Fleet of America Sales Corp.	Aluminum windows	Sherman 328	E. M. Carlson, G. W. Coleman, D. Eisnaugle, W. Frank, C. Hottle, R. M. James, S. Kofod, A. O. Smith, T. Y. Smith, W. C. Smith
Formica Co., The	Counter tops	Hilton 202-203	M. Block, E. Dugan, R. T. Durst, P. Forbeck, H. K. Gladfelter, J. Hagstrom, J. A. Healey, W. Reilly, F. C. Walter
Franklin Plastics, Inc.	Wall tile	Sherman 463	G. M. Butters, D. P. Downey, R. A. Hutzler, W. J. Lindquist, J. A. Trainor, Jr.
Fremont Rubber Co.	Vinylite surfacing	Hilton 249	W. C. Gilbertson, V. Jason, R. P. Johnson, D. G. McLeod
Frigidaire Div., General Motors Corp.	Air conditioners	Hilton 166 to 169	P. B. Beemsterboer, H. T. Buehring, E. H. Dock, H. J. Lois, V. W. McAfee, Jr., F. A. Mueller, C. E. Reed, D. Rich, W. H. Smith, E. J. Wiehen, F. A. Zboril
Gate City Sash & Door Co.	Awning windows	Hilton 55-56	R. L. Angle, R. F. Bromwell, E. L. Clark, M. D. Ebert, J. Hopkins, E. P. Jones, C. Mac Lane, A. E. Sanders, J. C. Schaffer
Gates & Sons, Inc.	Concrete form ties	Hilton 3	H. G. Gates, L. Gates, Jr., R. C. Gates
General Bronze Corp.	Awning windows	Hilton 282 to 285	D. Armyn, W. H. Bohle, T. C. Carter, R. E. Gilbert, T. Harkins, L. M. McBarron, C. E. Pratzner, D. R. Rubey, E. Sabo
General Door Mfg. Co.	Garage doors	Sherman 322	P. J. Gentelene, W. H. Schilling
General Electric Co.	Household appliances, air conditioners	Hilton 97 to 100; 110-111-112	L. C. Felder, E. G. Gray, L. Hirschbach, S. J. Levine, N. W. Manning, R. C. Robertson, I. P. Sharpe, W. L. Snelljes, R. H. Steerns, J. G. Upton, W. W. White
Georgia-Pacific Plywood Co.	Textured paneling	Hilton 266-267	J. J. Hickey, W. A. Merigold, G. Roher, T. P. Ryan
Gerity-Michigan Corp.	Faucet dishwashers	Hilton 58	P. Day, G. D. Green, T. O. McCullough
Given Mfg. Co.	Waste disposers	Hilton 60-61	G. Brown, L. T. Carson, F. DeRango, H. J. Fatt, B. Given, S. Gray, A. L. Haggard, J. Lucas, S. Rudnick, M. Shaw, J. Vale, E. Weingarden
Glide Windows, Inc.	Metal doors, windows, entrance doors	Sherman 325	L. Aronstam, N. Baris, I. Berkun, D. Carnesciali, A. Grossman, S. Grossman, E. H. Jacobson, L. J. Lee, T. Nayder, J. L. Reznick, T. N. Tobias
Goodyear Tire & Rubber Co.	Vinyl floor tile	Hilton 272	H. M. Evans, J. P. Norton, A. F. Thomas
Grand Rapids Hardware Co.	Ventilating panels	Sherman 371	T. Bowman, R. J. Douglass, J. Lynch, W. W. Potter
Grant Pully & Hardware Co.	Drawer slides	Hilton 279-280	J. P. Cleveland, B. Cooper, R. A. Eisen, R. Frankenberg, W. Gibbon, S. Gilbert, N. A. Gussack, J. Hildebrand, J. McKechnie, H. Nathan
Hachmeister-Inc.	Plastic wall tile	Sherman 410	E. F. Chamberlain, F. Frey, W. H. Gray, J. A. Rihn, J. Stella
C. Hager & Sons Hinge Mfg. Co.	Builders' hardware	Sherman 470	D. H. Breckenridge, A. W. Hager, C. C. Hager, C. M. Jones, W. B. Kennedy
Hamilton Mfg. Co.	Home laundries	Hilton 129	W. G. Baustert, A. J. Berkey, J. W. Christensen, H. Havichek, R. F. McCambridge
Harrison Steel Cabinet Co.	Steel kitchens	Hilton 15	I. Barth, C. Cain, R. Cleveland, H. Kaye, E. Levy, J. Pezan, R. S. Ralph, E. Richter, J. Schneider, W. Shuter, J. Weiss, M. Zelinski
Haskelite Mfg. Corp.	Sliding doors	Hilton 245	Not available
Heatilator, Inc.	Fireplace units, basement entries	Sherman 348-349	W. H. Atkinson, R. E. Fellows, P. W. James, D. H. Jaquith, G. Johnson, J. H. VanAllen
Hobart Mfg. Co.	Built-in dishwashers	Sherman 357	H. E. Bogash, M. Friedman, E. Gravson, D. Hill
Higgins, Inc.	Oak paneling	Sherman 467	A. J. Constantin, E. Cook, E. P. Crozat, R. Erickson, C. Hadle
Holcomb & Hoke Mfg. Co.	Vinyl plastic fabric	Hilton 164-165	J. E. Bourne, C. E. Cochran, W. Kaley, K. Marlin, S. J. McCarthy, R. Oliver, J. Rynearson, N. Sickels, E. J. Wolf, Jr.
Holly Mfg. Co.	Recessed heaters	Hilton 232	J. Cox, J. Drage, F. C. Farimer, R. Grossman, D. Kirtley
Hollywood Disappearing Attic Stair Co.	Attic stairways	Sherman 383	D. R. Haden, E. E. Pierce
Homasote Co.	Sliding doors and windows	Hilton 53-54	Not available
Harnischfeger Corp.	Prefabricated homes	Hilton 13	R. Albers, R. Brent, G. Brown, J. Clee, K. Dawson, H. Fasbender, H. Funk, E. Hwass, A. Reichardt, A. Treis, W. Wilson
Hotpoint Co.	Electric household appliances	Hilton 49-50; 52	J. B. Blanton, E. C. Buckley, J. F. Carroll, D. J. Irvine, R. H. Hunt, E. J. Malin, K. J. Marggraf, C. W. Meade, J. L. Rogers, E. J. Sorenson, L. I. Swestland, L. Wood
Hough Shade Corp.	Folding doors	Hilton 237-238	W. Alger, H. Cronin, V. Franzen, J. Funke, L. W. Hatfield, C. C. Haumerson, A. R. Hough, J. E. Hough, R. J. Mergener, C. W. Reene, D. Tobin, L. Ward
Hunter Fan and Ventilating Co.	Ventilating and exhaust fans	Hilton 183-184	Not available
Huntington Industries, Inc.	Safety stairs	Sherman 305	P. L. Gallina, C. S. Jones, A. M. Poplin, C. E. Smith, W. W. Taylor, H. Van Dresser

Stronghold
THE "ONE-WAY" NAIL
★
DRIVES LIKE A NAIL...HOLDS LIKE A SCREW

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"ONE-WAY" SPIRAL THREAD
Flooring Nails
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DRIVE LIKE A NAIL...HOLD LIKE A SCREW

Better Fastenings
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For Every Phase of Construction

Stronghold Nails add strength, hold permanently, save maintenance costs. Wood fibres "lock" with the scientifically designed threads. Nails can't loosen. Any length to 6", any diameter to .310—in any metal, any finish, for any purpose.

SCREW·TITE® *Flooring Nails*

For "Squeak-Proof" Floors, Stairs

Floors laid with Screw-Tite Flooring Nails are tighter, smoother, longer lasting—never buckle, squeak or become springy. Screw-Tites are made of high carbon steel, heat treated and tempered—won't bend or break. A size for every floor.

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Give permanently trouble-free fastening for gypsum lath and Dry Wall construction. Never "pop" to cause plaster cracking or unsightly "bumps" under paper or paint; can't work out or loosen—ever! Treated to resist rust. Available in any size—any metal or finish.

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For Fastening to Cinder and Concrete Blocks, Brick, Mortar and similar materials

Made of high-carbon steel, heat treated and tempered—won't bend or break in hardest materials. The scientifically designed threads aid driving—add to holding power.

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For Asbestos Siding Shingles, Cedar Shakes and Insulated Brick Siding

Never "pop" or loosen; hold permanently tight. In bronze, stainless steel, aluminum and other metals. Available in matching colors in baked-on lacquers that won't chip or come off.

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The Stronghold Line
BRIDGEWATER, MASSACHUSETTS, U.S.A.

Exhibitor	Product	Hotel and Booth No.	Personnel
Huttig Mfg. Co.	Sash doors, interior wood trim	Sherman 398	Not available
Hydraline Products	Stationary boilers and water heaters	Hilton 174-175	C. S. Davis, Jr., J. R. Frank, W. F. Krueger, V. W. Mayer, J. W. Pulkinghorn, M. Yale
Industrial Machine Tool Co., Inc.	Awning windows	Hilton 295-296-297	R. Bass, G. Bateman, R. Cherba, J. A. Day, R. Elliott, C. Hillis, J. Sortman, A. Westman, E. Westman
In-Sink-Erator Mfg. Co.	Waste disposers	Hilton 130	R. M. Cox, E. Hammes, Q. Hammes, R. Hammes, R. Wheaton
Insulite Div., Minnesota & Ontario Paper Co.	Insulation board	Hilton 116-117	G. Alarik, R. L. Anderson, W. J. Berg, B. Evans, G. H. Hardisty, G. F. Hoppe, C. Larson, W. M. Macy, G. Marino, J. A. Rush, J. C. Stimson, G. Zumwinkle
International Molded Plastics, Inc.	Glass fiber paneling	Hilton 270-271	D. Fairchild, R. J. Goulder, F. Kesselem, E. M. Quinn, E. F. Williams
International Oil Burner Co.	Counterflow furnaces	Hilton 43	O. Campbell, A. Dunlap, J. L. Heiman, L. Heiman, S. J. Heiman, H. Mason, R. Northwood, W. Younger
Iron Fireman Mfg. Co.	Automatic stokers; coal, oil and gas burners	Sherman 481	E. W. Jones, R. Lunt, W. J. O'Neil, J. C. Veltman, E. C. Webb, R. C. Wright, D. Wylie
I-XL Furniture Co., Inc.	Hardwood cabinets	Hilton 293-294	A. F. Deahl, E. O. Feagans, D. Henry, L. Marcus, C. McCally, E. F. McClelland
Johns-Manville Sales Corp.	Tile flooring, asphalt siding and roofing	Hilton 16	A. W. Bergman, E. F. Boyle, F. J. Brennan, E. E. Carl, R. N. Downing, F. E. Dutcher, R. L. McGonagil, W. G. McKillip, G. L. Moore, J. M. Murphy, F. F. Veith, J. W. Watson
Kennatrack Corp.	Sliding door frames	Hilton 104	E. C. Cortes, P. L. Fishbaugh, R. J. Koporc, W. C. Malone, N. R. Netzler
Kewanee Mfg. Co.	Steel door frames	Hilton 281	S. L. Becker, H. Crocker, J. Hayward, C. T. Kelly, W. E. Klang, H. G. Otto, J. H. Priesmeyer
Kitchen Maid Corp.	Kitchen cabinets	Hilton 223-224	J. J. Barnhisel, B. P. Bruckman, R. C. Cox, R. F. Fabian, J. W. O'Harrow, Jr., R. N. Porter, R. P. Powers, M. Trimble
Knape & Vogt Mfg. Co.	Cabinet and store fixture hardware	Sherman 438	H. J. Brink, C. Den Braber, H. Kroes, F. J. Vogt
Kohler Co.	Plumbing and bathroom fixtures	Hilton 94-95-96	R. G. Angelbeck, L. J. Bartzen, H. K. Degen, J. Federer, F. C. Hooker, D. J. Kolf, L. Lonsdorf, R. McCabe, E. F. Schmagel, H. C. Schrader
Kwikset Sales & Service Co.	Door latches and locks	Sherman 350	E. Hoseus, P. Jaffee, M. Jones, D. Mallimson, M. Rambo, J. St. John, A. Schoepe, R. J. Schulte, H. Stovall, P. Stumb, E. Vickery
Lau Blower Co.	Attic fans	Sherman 332	T. I. Byrd, T. Martin, E. V. Sullivan
Leslie Welding Co., Inc.	Gable louvers, ventilators	Sherman 457	C. Holland, C. Leslie, R. Orr, F. Rea, P. Wilmot
Libbey-Owens-Ford Glass Co.	Windows	Hilton 19	E. Aiken, J. F. Gehring, R. J. Grafton, H. Ives, J. J. Long, G. Orbeson, R. C. Schofield, G. Schuchman, P. Stein, D. F. Webb, J. A. Webb
A. J. Lindemann & Hoverson Co.	Electric ranges, ovens	Sherman 423	H. H. Jenkins, R. H. Meiners, J. A. Plano, G. J. Schramaj
Lipman Refrigeration Div., Yates-American	Air conditioners	Hilton 269	R. Burns, F. H. Kibler
Living for Young Homemakers		Sherman 437	C. H. Coffin, E. B. Evans, H. Grosse, G. H. Tsurucka
Lockport Cotton Batting Co.	Insulation	Hilton 151	L. S. Cochran, C. S. Cutler, W. S. Fidler, W. Pribbenow, J. Willis
Lockwood Hardware Mfg. Co.	Locks, lock installing tools	Sherman 364-365	A. C. Amann, A. H. Brownell, E. F. Jurgensen, G. Martin, B. A. McCuen, L. Williams
Long Bell Lumber Co.	Wood cabinets	Sherman 399-400	S. E. Cummings, F. L. Foval, L. L. Gibson, P. A. Long, J. E. Morley, C. T. Munger, H. A. Rieckers, G. A. Scott, E. A. Thomas, W. G. Thon
Ludman Corp.	Aluminum and wood windows	Hilton 101	M. Hoffman, R. Jeffrey, A. Munrue, B. Rockerman, H. W. Tavs, L. Veverka
Lumite Div., Chicopee Mills, Inc.	Screen cloth	Hilton 59	R. D. Simpson, J. W. Veeder, W. Volk
Lyon Metal Products, Inc.	Kitchen cabinets	Hilton 221-222	P. F. Arnfield, H. C. Champlin, T. R. Conklin, W. H. Dick, H. G. Knuth, W. Murphy, J. M. Olesen, A. W. Piggott, L. B. Rhodes
Maas & Waldstein Co.	Multicolored enamel	Sherman 334-335	B. F. Ames, H. Arlan, C. L. Berry, F. Feder, G. Klinkenstein, C. F. O'Neil, R. D. Sedgley, A. S. Tokarse
Magic Chef, Inc.	Gas ranges	Hilton 220	Not available
Majestic Co., The	Indoor incinerators	Sherman 330-331	Y. Balcom, R. D. Hall, T. Kelley, B. Kirchoff, C. Kirchoff, R. Lininger, H. Mickley, R. Ruhlin, D. Winegardner
Malta Mfg. Co.	Wood window units	Sherman 404	J. G. Boden, V. Gassner, R. Harris, D. Helton, R. Life
Marsh Wall Products, Inc.	Tongue and groove wall paneling	Hilton 32	R. F. Arpan, F. A. Madsen, E. P. McCarthy, W. J. Richard, J. F. Vonesh
Masonite Corp.	Perforated panels	Hilton 30-31	Not available
McKee Door Co.	Garage doors	Sherman 465	G. R. Pierce, W. B. Quantock, C. J. Salmons, A. A. Scholz, R. E. Schrader
Mengel Co., The	Flush doors	Hilton 84-85; 102-103	H. L. Blevins, P. R. Cheatham, E. H. Courtenay, E. M. Crocken, A. Y. Decker, M. M. Gray, R. L. Gray, B. O. Harris, J. M. Junge, A. M. King, R. F. Kulmer, C. B. McKeehan, F. C. Nicholas, W. B. Tyrrell
Meredith Publishing Co.	Better Homes and Gardens	Hilton 108	G. J. Brown, J. P. Eaves, R. C. Ferguson, W. G. Pitzer, R. J. Tiernan, K. Van
Metal Products Corp.	Rolling door hardware	Sherman 376	W. S. Ash, L. D. Bradford, J. F. Coury, E. E. Salisbury

In 1954 . . . your *Thermopane* windows will have more appeal than ever!

TWO BIG MAGAZINES, totaling almost 21,000,000 readers, are being added to the list of big magazines telling home buyers about *Thermopane** insulating glass. *Thermopane* advertising will *continue* to appear regularly in:

Better Homes & Gardens	American Home
Small Homes Guide	Living
House Beautiful	House & Garden

For ten years, L·O·F advertising has been talking *Thermopane's* values to the home buyer—has been making your use of *Thermopane* a more and more valuable talking point with prospects.

As a result, buyers want *Thermopane* insulating glass. Builders and real estate salesmen who have experienced its sales appeal will vouch for that.

YOUR TIE-IN? Use *Thermopane* in every window and you'll add a load of appeal. Many builders are doing it—and in moderately-priced homes.

AND TELL FOLKS ABOUT IT. There's tremendous value in having home buyers see the sign, "This is *Thermopane* insulating glass", on the windows of new homes. Be sure prospects know you offer this valuable feature. And it's smart to include mention of it in your own ads, too.

L·O·F's big advertising program for 1954 is getting under way. Use *Thermopane*—talk about it—and you'll see results! Libbey·Owens·Ford Glass Company, 314 Nicholas Building, Toledo 3, Ohio. *®

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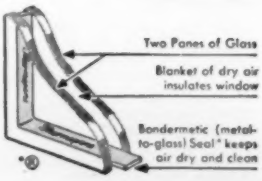
Thermopane
INSULATING GLASS



Exhibitor	Product	Hotel and Booth No.	Personnel
Miami Window Corp.	Awning-type windows	Sherman 338B	R. Chambers, C. J. Lenahan, B. Maynard, J. Maynard, W. D. McCabe, F. Miller, L. B Priester, S. H. Vuncannon, R. Wynd
Milwaukee Flush Valve Co.	Shower fixtures	Sherman 431	G. L. Hartmann, A. Jaffe, J. Jaffe, H. F. Leonard, M. W. Peterman, S. A. Slinde
Minneapolis-Honeywell Regulator Co.	Electronic thermostatic controls	Sherman 446-447	H. Bissell, T. Corley, H. Chamberlain, J Davis, A. DePuy, W. Elfstrom, H. Gray, C. Miller, E. L. Richardson, K. Wilson
Modern Homes Corp.	Contemporary Homes	Hilton 201	Not available
Moe Light, Inc.	Ceiling lights	Sherman 352	T. Fuller, R. W. Minott, Jr., V. Moe, R. J. Remmel, R. W. Vershure
Morgan Co.	Flush doors	Sherman 385-386	H. H. Kimberly, J. A. Kutella, P. E. Malinger, R. C. Mangold, R. L. Morrison, C. C. Petri, W. D. Sawler, W. L. Schaefer, R. Swanson, C. L. Zettlemoyer
Morgan-Wightman Supply Co.	Bathroom cabinets, ornamental ironwork	Sherman 468	J. H. Mitchell, G. A. Morgan, M. J. Morgan, H. E. Shull, R. F. Wightman
Morrison Steel Products Co.	Garage doors, furnaces	Hilton 286-287-288	O. Berg, B. Breckman, W. Duffy, A. Ennis, J. K. Farrar, F. Fletcher, D. Grant, M. Hewett, M. J. Kohnstamm, G. McCartney, R. Moeschler, M. Morrison, S. Morrison, H. F. Oakes, J. Searls, C. A. Stahlka, C. A. Wetzel
Mosaic Tile Co.	Wall tile	Sherman 456	K. Gale, M. Gall, R. E. Jordan, Jr., K. Keck, E. D. Mann, W. Ross, O. S. Watkins, J. L. Wiles
Mosley Electronics, Inc.	Built-in television outlets	Sherman 375	G. E. Mobus, W. E. St. Vrain
Mueller Brass Co.	Copper tubing, fittings, valves	Hilton 176-177-178	C. R. Black, V. A. Bower, C. A. Dixson, E. A. Fairchild, R. L. Gibbs, E. Hamilton, R. McWebb, O. R. Payton, R. W. Pressprich, T. Riggin, R. Rizzardi, R. J. Talty
L. J. Mueller Furnace Co.	Heating and air conditioning equipment	Hilton 74-75-76	H. Banks, W. Crooker, N. Cummings, N. E. Hill, P. F. Mausz, H. G. McKee, H. P. Mueller, H. P. Mueller, Jr., F. J. Nunlist, J. H. Reock, O. J. Ross, E. T. Scheck
Muncie Gear Works, Inc.	Coal stokers	Sherman 326	S. E. Brown, D. B. Dell, C. M. Ehrhardt, V. W. Eilers, C. O. Fields, R. Kidd, R. J. McNickle, C. B Osborne, J. Shaffer, M. Smith
Mutschler Bros. Co.	Wood kitchens	Hilton 217-218-219	C. Acker, N. Acker, H. Cappel, R. C. Chapman, C. Crane, R. E. Dewart, D. C. Hanover, Jr., J. B. Lauer, C. A. Mutschler, H. Peacock, P. Rice, V. A. Stump
Nash-Kelvinator Corp.	Kitchen appliances	Hilton 1	G. Bradford, A. Cowan, W. Fagan, E. J. Foley, P. Garnick, C. J. Hardy, W. Landback, L. Lemelson, J. J. Massimi, G. Miller, W. Neelon, L. Paul, J. Ruf, J. Sauble, Q. Watt
National Chemical & Mfg. Co.	Paints	Sherman 455	M. Clamage, P. J. Green, L. Hertz, S. Racinowski, R. F. Roman, J. W. Stephenson, F. X. Thomas
National Door Co.	Sliding doors	Sherman 476	Not available
National Electric Products Corp.	Electrical tubing	Hilton 144	W. W. Brewer, G. W. Hartner, D. W. Rice, J. Spiringer, P. Waldschmidt
National Gypsum Co.	Sliding shingles, sheathing, insulation	Hilton 17	Not available
National Homes Corp.	Prefabricated homes	Hilton 114-115	K. Griner, F. E. Haley, C. K. Lacy, R. E. Larimer, A. N. McAdams, G. E. Price, J. R. Price, W. A. Shearer, J. C. Smuts, C. H. Teague
National Rubber Machinery Co.	Garbage disposers	Sherman 355	H. Frank, R. J. Meyer, G. Schott, L. VanCleef
National Paint, Varnish & Lacquer Assn.	Paint and varnish promotion	Sherman 307	L. Fisher
National Steel Cabinet Co.	Bathroom cabinets	Sherman 421	Not available
National Vanity Co.	Plastic bathroom vanities	Sherman 477	Not available
New Castle Products	Folding doors	Hilton 33-34	J. W. Collins, R. C. Haugh, J. E. Loir, B. G. Mahin, R. H. McConville, J. F. Quinn, F. Van Meter, J. N. Westrich, H. E. Young
New York Wire Cloth Co.	Aluminum screen	Hilton 142-143	J. Freudenberg, C. D. Jones, S. M. Jones, H. A. Nusbaum, J. E. Parke, R. J. Wall
Nordahl Co.	Sliding door frames	Hilton 240-241	J. Deurwaerder, A. Nordahl, H. T. Rudrud, W. O. Rudrud, R. M. Young
Norman Products Co.	Gas furnaces	Sherman 338A	L. E. Bruce, R. G. Dawley, H. Gallin, M. A. Haines, R. G. Millikan, L. E. Minns, E. A. Norman, D. D. Piper, D. A. Ruen, A. J. Wild
NuTone, Inc.	Ventilating fans, door chimes	Hilton 259	P. Biltheiser, J. Christy, B. L. Corbett, J. R. Corbett, L. B. Dreifus, A. Marachich, F. B. Marple, D. Mellow, J. Neville, R. Schaefer, W. Spear, P. Steel, P. Venezia
C. A. Olsen Mfg. Co.	Warm-air furnaces	Sherman 360-361	T. J. Gorman, C. L. Grandstaff, E. P. Hayes, M. H. Klett, E. H. Morris, W. H. Olsen, A. J. Ritter, W. G. Warden
Overhead Door Corp.	Garage doors	Hilton 14	T. Biggs, M. E. Carr, D. Crendall, D. Kasler, J. Lieber, P. McKee, R. Myers, W. Rosenbaum, N. Stewart, W. H. Wood
Parents' Magazine		Hilton 86	W. Baylor, E. Fryk, G. Hadlock, J. Hahn, M. Livingston, R. Lochridge, M. Michels
Pease Homes Div., Pease Woodwork Co.	Prefabricated homes	Hilton 250	R. B. Banker, J. W. Pease, J. V. Rice, W. Stricker
Per-fit Products Corp.	Glass block ventilators	Sherman 411	R. Jones, S. Krauss, L. Randall, R. M. Secrest, P. L. Snouffer, G. E. Stolle

Exhibitor	Product	Hotel and Booth No.	Personnel
Perma Products Co.	Shake sidewall	Sherman 336	E. T. Allen, W. D. Ambrose, R. Dixon, F. Kleps
Peterson Window Corp.	Aluminum windows	Sherman 445	R. F. Anthony, R. Bessley, M. P. McClure, G. D. Peterson, B. F. Westley
Philco Corp.	Appliances, air conditioners	Sherman 414-415-416	E. Bailey, J. Bilheimer, J. Cherry, J. Hufnagel, E. Mercer, J. Perry, R. Rich, A. Rosebraugh, H. Stickle, F. Stoyles, E. Tipping, R. White
Ponderosa Pine Woodwork	Decorator doors	Sherman 384 and 409	A. R. Elsworth, C. F. Emery, C. Gabrick, M. Gerocs, A. L. Hansen, O. C. Lance, M. P. Morris, R. H. Morris, J. Nolan, L. D. Weller
Porcelain Enamel Products Corp.	Ceramic-faced tile	Sherman 316	D. Mahoney, F. W. Mears, A. W. P. Trench
Porter-Cable Machine Co.	Portable electric tools	Hilton 12	R. Bauder, R. Bylski, D. Calhoun, R. A. Hummert, W. T. Isgar, O. Johnson, M. V. Nader, J. A. Proven, J. D. Romanow, R. Schellschmidt, C. F. Wheeler
Pratt & Lambert, Inc.	Rubber-base paint	Hilton 65	F. A. Bauer, J. R. Bowling, A. A. Koeber, W. W. Schroeder, H. W. Struck, W. H. Tomm
Precision Parts Corp.	Folding stairways	Sherman 353	G. H. Harmon, P. V. Harmon, P. V. Harmon, Jr.
Prima Products, Inc.	Waterproofing compound	Hilton 64	C. Conklin, G. T. McAllister, M. Michaels, R. Michaels, S. S. Schulman
Progress Mfg. Co.	Lighting fixtures	Sherman 436	M. Olschwang, E. K. Raker, R. P. Rosen, K. Weiss
Protectub, Inc.	Bathtub protectors	Sherman 433	I. Finkel, A. Yormack
Pryne-Rittenhouse Sales Corp.	Ceiling ventilators	Hilton 57	Not available
Qvale and Associates	Architectural renderings	Hilton 272	R. C. Qvale, H. Sumid
Ravenna Metal Products Corp.	Mixing faucets	Sherman 362	E. F. Brizz, B. F. Carr, K. O. Hiatt, G. R. Thiele
Raynor Mfg. Co.	Garage panel doors	Sherman 451-452	H. Byer, G. Carlson, D. Emmert, L. Glass, G. Goddard R. Neisewander, J. Patterson, W. Snell, G. Swan, W. Wadsworth
Ready-Hung Door Corp.	Package doors	Sherman 363	E. L. Guerrant
Remington Corp.	Air conditioners	Sherman 310-311	R. W. Ackart, S. M. Davison, M. L. Judd, C. K. Juno, H. L. Laube, A. G. Masiello, W. S. Schmidt, H. S. Traynor, T. J. Ward
Reynolds Metals Co.	Metal windows, siding	Hilton 211-212-213	A. O. Aho, D. H. Gott, G. Hayter, A. C. Kintner, E. M Kuhlins, C. H. Luedemann, R. E. Olson, E. E. Wood, R. M. Woods
Rheem Mfg. Co.	Counterflow furnaces	Hilton 233-234	J. E. Koszka, E. F. Malarkey, A. C. Malcor, W. A. McKenna, J. J. Nangle, W. H. Olson, T. L. Schwartfeger, M. A. Straub
Roach & Musser Co.	Awning windows	Sherman 391	Not available
Rocform Corp.	Concrete forms	Sherman 319	A. Arrighini, J. Augulaire, G. H. Cole, W. Howard, N. Lee, F. Pauli, G. W. Schior, G. Van Sickle
Rockwell Sales Co.	Millwork manufacturers	Sherman 393-394	K. Burno, Jr., F. A. Hoerner, J. Munson, L. T. Riordan, E. Semling, O. Shields, R. Stone, J. F. Young, J. Zehnen
Roddis Plywood Corp.	Plywood panels	Hilton 200	Not available
Roiscreen Co.	Wood windows, screen openers	Hilton 113	J. Cruzen, W. Gosselink, R. Harrison, H. Hedrick, W. Kilpatrick, A. Reisser
R.O.W. Sales Co.	Removable wood windows	Hilton 79	J. Gallagher, J. Hertzberg, G. Love, C. Pelizzari, H. Winanday
Royal Heaters, Inc.	Heating units	Hilton 150	A. H. Banko, N. M. Landaiche, R. T. Lewrie, R. L. Smith, J. Wright
Rudiger-Lang Co.	Aluminum screening	Hilton 289	J. Disimone, M. Levin, H. Rudiger, L. Tudor
F. C. Russell Co.	Metal windows	Hilton 209	W. M. Center, R. T. Davis, R. DeBoer, Jr., D. N. Martin, Jr., K. H. Rauth, F. C. Russell, G. F. Schrader, O. L. Stafford, P. M. Williams
Russell & Erwin Div., American Hardware Corp.	Locks and locksets	Sherman 342	R. A. Eichaker, L. R. Rolmstrom, W. C. Lichtenfels, V. H. Verby, R. M. Whyte
St. Charles Mfg. Co.	Custom-built kitchens	Sherman 320	Not available
Sawhill Mfg. Co.	Tubular posts, columns	Sherman 356	J. B. Elling, A. Gough, F. Holton, J. Meany, G. Mowry, E. F. Resch, P. Shaffer
Schaible Co., The	Plumbing fixtures	Sherman 373-374	R. M. Geis, A. H. Grote, W. Horton, F. Leuthesser, E. Maron, F. J. Nugent, E. J. Pagelow, M. F. Schaible, I. Scharfenberger
Schlage Lock Co.	Door locks, door closers	Hilton 127	E. Hertel, J. Hubka, H. Knowles, R. Kuehn, B. Levinger, P. Walker
Scholz Homes, Inc.	Prefabricated homes	Hilton 265	J. Anderson, G. Boole
Seddon Co., The	Wall coating	Sherman 479-480	E. Gray, D. M. Langhart, H. J. Langhart, G. W. Patterson, W. A. Seddon
Serval, Inc.	Refrigerators, air conditioners	Hilton 185 to 188	G. Beyers, J. E. Currie, H. G. Hayes, C. W. Hedmark, S. J. Kennedy, V. C. Laurence, L. Libby, G. R. Mohr, F. A. Newberry, E. J. Oakley, R. J. West, P. Westheiderman
Sherwin-Williams Co., The	Textured finishes, paints	Sherman 434-435	P. R. Bewie, D. Clark, D. W. Drummond, E. T. Herzog, W. A. James, R. A. McCoo, J. F. Patterson, D. J. Thompson
Shower Door Co. of America	Shower doors	Sherman 453-454	F. Barr, H. Blair, M. Boyle, W. Herman, T. Hyrd, J. Kane, W. Richardson, R. Robbins, H. Simms
Sisalkraft Co., The	Copper flashing	Hilton 210	R. H. Anderson, P. Burke, T. C. Cherry, J. M. Cummings, B. K. Fitzgerald, G. Gallivan, T. E. Kearney, B. McDonald

Exhibitor	Product	Hotel and Booth No.	Personnel
Skil Corp.	Portable electric tools	Hilton 23-24	W. Auburn, Jr., P. Boehne, A. Deerwester, W. Ferry, F. Koenig, Jr., J. Mast, J. R. McGee, C. McWade, J. Sweeney, J. Varley, P. Watts
Solar Air-Flo, Inc.	Interlocking windows	Hilton 276-277	L. S. Emmert, G. E. Miller, V. L. Miller, L. E. Williams
Sonoco Products Co.	Insulated airducts	Hilton 247	A. E. Davis, J. C. Fort, R. A. Hagar, M. T. Ingram, J. A. Reagan, Jr., E. S. Reid, M. C. Scappini
Split Rock Products Co.	Building stone	Sherman 370	T. W. Backmann, E. Leipold
Stamping Products & Mfg. Co.	Garage doors	Hilton 10	P. Cardone, J. Colombini, P. V. Colombini, F. De Mascio, R. De Mascio, J. Morgan, R. Stewart
Standard Coated Products	Fabric wall coverings	Sherman 420	F. M. Bowen, D. L. Gray, D. M. Kennedy, L. C. Wallace
Standard Dry Wall Products, Inc.	Masonry sealing compound	Hilton 155-156-157	S. C. Begg, C. F. Bentley, E. H. Canon, P. C. Donnelly, D. L. Morse, R. C. Saunders
Stanley Works, The	Hardware, tools, electric tools	Sherman 340-341	C. S. Bauman, H. Clark, M. V. Lynch, G. P. Merrill, J. F. Moseley, G. H. Wade, L. E. Woods, G. G. Young
Steelcraft Mfg. Co.	Inside-outside trim	Hilton 70-71	W. I. Campfield, W. Leeser, N. Lehman, A. Levinson, C. Levinson, R. Levinson, D. L. Liebman, Jr., E. F. Schulze
Steel Door Corp.	Steel garage doors	Hilton 131-132	G. Berry, G. Buchanan, G. De Vere, D. Fries, F. Howard, G. Ilseng, M. Kirkpatrick, H. Robinson, J. Sidway, A. Winfree
Sterling Hardware Mfg. Co.	Sliding door hardware, window hardware	Hilton 235-236	C. C. Anderson, L. LaPole, Jr., C. Landzion, J. Lloyd, T. Ohman, J. G. Sterling, P. C. Wilmot
Stewart Mfg. Co., Inc.	Ventilating fans	Sherman 439	Not available
Stewart-Warner Corp.	Gas home heaters	Hilton 39	J. Darnell, R. DeVaney, N. J. Gill, R. C. Hulse, R. Olson, C. Potts, G. Wolfe
Strand Co., Carl A.	Fiberglass bathtubs	Sherman 314	Not available
Sun-Sash Co.	Window hardware, louvered windows	Hilton 291-292	Not available
Surface Cumbustion Co.	Heaters, air conditioners	Sherman 323-324	R. A. Bell, W. R. Egan, W. J. Grover, H. C. Gurney, E. N. Hilliard, R. E. Ireland, E. H. Lloyd, C. C. Owen, C. B. Phillips
Swedish Crucible Steel Co.	Bathroom fixtures	Hilton 246	W. E. Balfrey, O. L. Olson, R. R. Rourke
Swivelier Co., Inc.	Adjustable lights	Hilton 244	H. C. Brandman, I. Kucher, A. W. Schwind
Symons Clamp & Mfg. Co.	Concrete forms, steel cross members	Sherman 345-346	D. Cavanaugh, L. Patrick, H. Philips, L. Pickard, E. Plane, C. Rudolph, V. Schimmel, L. Schoffman, J. Symons, R. Terry, W. Williamson
R. L. Taylor Detroit Sales	Garage doors	Sherman 358-359	T. K. Connellan, J. Carlson, H. P. Havey, H. Johannsen, R. G. Johannsen, J. Mazzeo, J. Mendelsohn, R. L. Taylor
Thermador Electric Mfg. Co.	Cooking tops	Sherman 378-379	F. A. Ballman, K. Chapman, W. Faber, O. Freeman, R. K. Innes, J. S. Lochhead, J. McMahon, D. Rose
Thor Corp.	Household appliances	Sherman 321	D. Bales, T. R. Chadwick, B. Conklin, R. J. Hurley, R. J. Hurley, Jr., F. Rexford, R. J. Runge, J. Star, F. Van Cura, R. Watt, F. Yahn
J. S. Thorn Co.	Aluminum and steel windows	Hilton 88	J. Allison, L. Charles, J. Doering, N. Gordon, V. Jensen, H. Ogolnick, A. B. Sacks, H. R. Sacks, R. Sauborn, S. Schindler, E. Temmel, H. Willis
Timber Engineering Co.	Trussed rafters, timber connectors	Sherman 387-388	E. R. Butler, R. L. Fletcher, L. P. Keith, S. Nash, D. R. Norcross, G. T. O'Neill, A. K. Smith, H. G. Uhl, C. Wilcox
Toledo Desk & Fixture Corp.	Bathroom vanities	Hilton 214-215-216	H. Baker, J. E. Cartwright, F. M. Crook, L. E. Diamond, A. Dunlop, W. Heinivel, J. F. Lamont, W. Nagel, S. Ormsby, W. G. Simms, J. Temple
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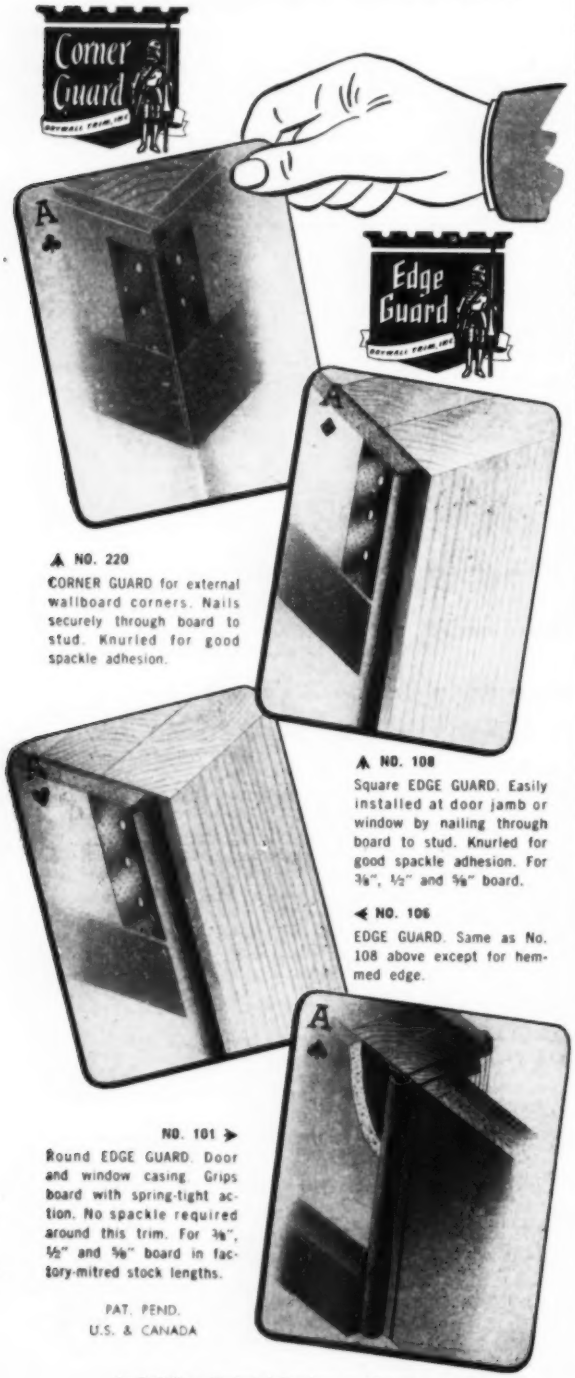

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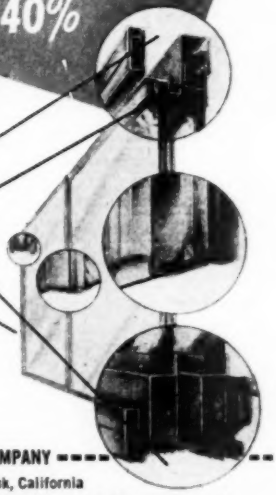

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heating } method of reducing installation costs for hot water heating

PART II

by Warren S. Harris
Research Professor of Mechanical Engineering
University of Illinois

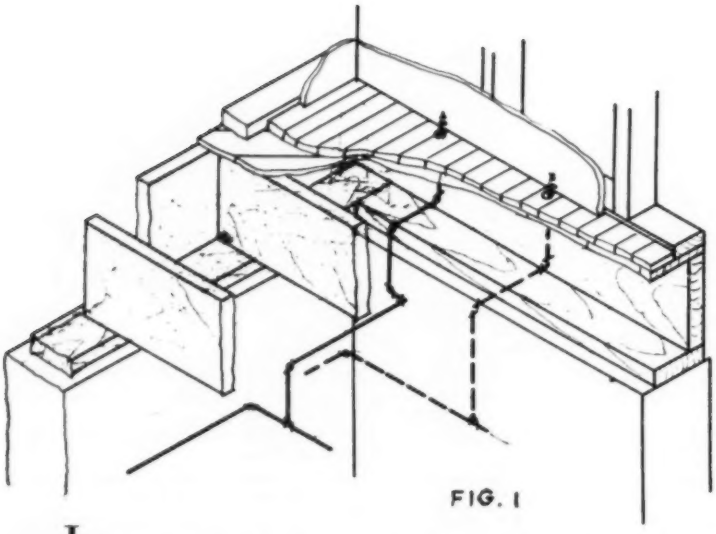

FIG. 1

Radiator Branch Connections—Solid line represents typical radiator branch connection using swing joint. Dotted line represents way this connection may be made if swing joint is eliminated and main is located close enough to basement wall to make it unnecessary for branch connection to pass under a joist

In last month's article of this series, the author described the way in which changes in housing have affected the design of heating systems. It was pointed out that hot water panel and baseboard systems have performance characteristics which make them desirable for use in the heating of all types of homes, including houses with large glass areas and those without basements.

Cost Factors Considered

Frequently the excellent operating characteristics of hot water systems are conceded, but the builder feels the cost is too high for him to include this type of heating in the homes he builds. Realizing that cost is a factor, the I-B-R Steam and Water Heating Research Program at the University of Illinois has included investigation of methods of reducing installation costs in house heating. All of the practices which are described in this article have been tried in systems installed in the I-B-R Research Home—a two story, basementless house. Operation of the test systems in these houses for at least one season demonstrated that the new practices do not have an adverse effect on operating performance or economy.

Many present day piping practices were started in the days of gravity hot water systems, at which time they served a definite purpose, but today they are being continued with forced circulation systems, even though they no longer contribute to the successful operation of the system as a whole. In some cases the continuance of obsolete piping practices may result in increased costs through the use of extra pipe and fittings and through increased installation time.

Two Methods of Piping Installations

Figure 1 represents the corner of a basement. The piping indicated by the solid lines represents a typical radiator branch connection to the basement main. Such a connection is as follows:

1. Main 18 inches to 24 inches from basement wall.
2. Branch connection joined to main at the top of main with a nipple followed by horizontal run-out to wall.
3. Swing joint.
4. Offset to clear sill.

In a gravity hot water system each element of this typical radiator branch connection contributes its part toward satisfactory performance and ease of installation. In the first place, the gravity head causing the water to circulate is very small and, therefore, the piping must be such as to offer a minimum of resistance to flow. This requires large pipe sizes and proper pitch. The large pipe in turn requires more working room and makes it difficult to fit to very close tolerances. The swing joint solves all these problems together with providing sufficient flexibility to allow for expansion and

TABLE 4

Summary of Material and Labor Costs

Item	Conventional One-Pipe				Simplified One-Pipe		Series Loop	
	180 F Design		215 F Design		215 F Design		215 F Design	
Pipe	161 ft.	$ 21.89	150 ft.	$ 21.00	150 ft.	$ 21.41	89 ft.	$ 9.21
Nipples	40	2.90	38	2.74	20	1.75	8	0.76
Fittings	92	31.64	83	28.53	62	29.88	32	25.52
Valves	17*	12.08	15*	10.43	10*	1.69	13*	5.70
Pump	1	45.73	1	45.73	1	45.73	1	45.73
Boiler, Burner, Expansion Tank, and Controls		287.85		287.85		287.85		287.85
Baseboard and Accessories	213 sq. ft.	241.39	151 sq. ft.	186.53	151 sq. ft.	186.53	151 sq. ft.	186.53
Labor (hours)	63.63	190.89	58.76	176.28	51.56	154.68	36.60	109.80
Total Cost		$834.35		$759.07		$729.50		$671.08

*Includes radiator air vent valve for each baseboard assembly.

TABLE 2

Reduction in Required Radiation Resulting From Use of High Design Water Temperature

Design Water Temperature, Degrees F	Reduction in Amount of Radiation Required, Per cent
180	0.0
190	11.8
200	23.5
210	35.3
215	41.2

contraction during heating and cooling of the system.

In the case of a forced-circulation, hot water system, the pressure head created by the pump is sufficient, so a small pipe may be used. When using ½-inch and ¾-inch pipe, there is enough flexibility in the pipe itself to provide for expansion and to make it easy to connect the piping system to the radiators, making the swing joint unnecessary. In most of the forced-circulation, hot water installations which have been made in the research home, swing joints have been omitted and in no case has this omission caused difficulty in making radiator connections, nor has it created operational trouble such as expansion noises, etc.

If the basement main is located within 6 inches of the basement wall and the swing joint is omitted, the radiator branch connection takes the form indicated by the dotted lines in Figure 1. Here again the branch is taken off the top of the main, but since it is not necessary to pass under any floor joist, the vertical piece of pipe can be made long enough to connect to the riser passing up through the floor to the radiator. This connection still provides all the flexibility that is needed for easy installation and for quiet operation.

Materials Required for Each Piping Method

Table 1 gives the list of materials required to connect a heating unit using each type of branch connection shown in Figure 1. It also contains the material cost

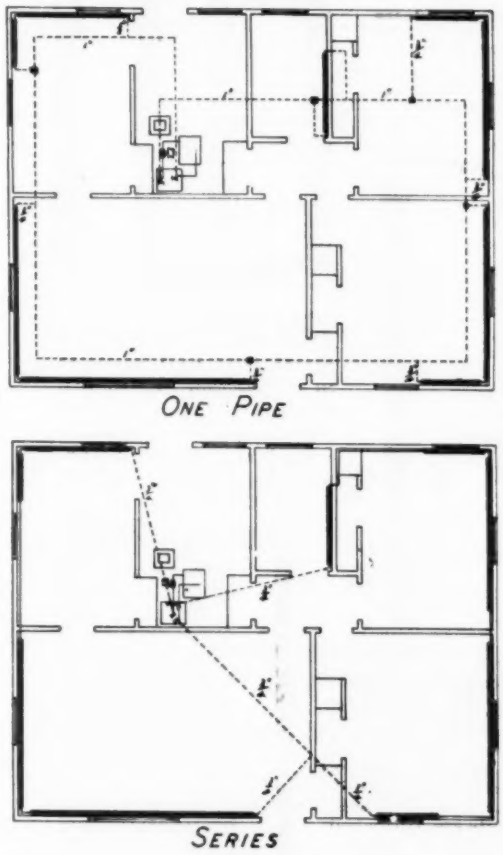

FIG. 3
Heating system layouts for one story, basementless house

and an estimate of the direct labor cost for piping based on a rate of $3 per hour. The elimination of the unnecessary swing joints and the radiator valve effects a total reduction in piping cost of $6.50 per heating unit.

Some may question the advisability of omitting radiator valves since many persons wish to sleep with open

(*Continued on page 324*)

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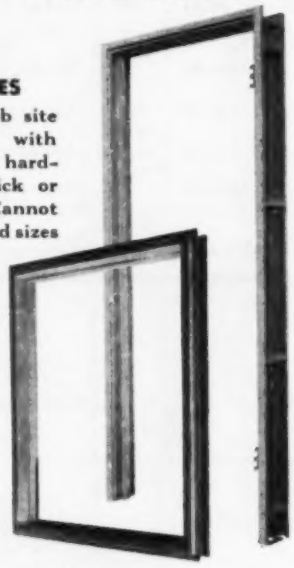

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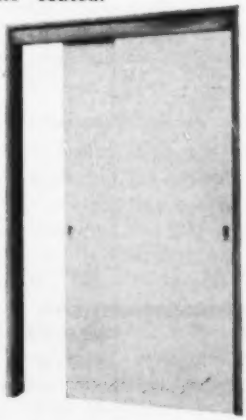

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heating

(*Continued from page* 323)

bedroom windows. Recent tests made in the I-B-R Research Home, both with and without night setback of the thermostat, have shown that when operating with open bedroom windows at night, no reduction in fuel consumption is made by turning off the bedroom radiators during the time the windows are open. Moreover, if the bedroom radiators are turned off at night, a longer time is required to bring the house temperature back to normal the following morning. *Furthermore, experience seems to bear out the fact that radiator valves are seldom used by the occupant of the house, even when they are provided in the heating system.

In the case of the radiant baseboard job, a very decided reduction in the amount of material and labor required for the installation of the system can be made

TABLE 1

Savings Resulting from Simplified Radiator Branch Connection (per room heating unit)

Connection A				
	Quantity	Cost	Quantity	Cost
1 in. x ½ in. Tee	1	$ 0.28	1	$0.28
1 in. x ½ in. One-Pipe Fitting	1	1.21	1	1.21
½ in. Elbow	10	1.22	4	0.49
½ in. Radiator Valve	1	1.55	0	0
½ in. Union Ell	1	0.89	2	1.78
½ in. Nipples	6	0.48	2	0.16
½ in. Pipe (ft.)	4	0.32	3	0.24
Labor (hours)	3.40	10.20	1.83	5.49
Total		$16.15		$9.65

Savings: Material — $1.79: Labor — $4.71: Total — $6.50

by using the series loop arrangement. In this system, the room heating units serve as a part of the main, thus making a substantial reduction in the amount of pipe and the number of fittings required. A complete description of series loop systems and the procedure for designing them are given in I-B-R Installation Guide No. 5, "Baseboard Heating Systems."**

The Series Loop Arrangement

The economic advantage of designing systems to operate with high water temperatures is often overlooked. In the days when the open gravity system was in common use, the design water temperature was generally limited to 180 F in order to be sure no boiling would take place in the system. The closed, forced-circulation system of today is operated under pressure, and therefore, design water temperatures as high as

(*Continued on page* 326)

* "Radiant Baseboard Heating and Effects of Reduced Thermostat Setting and Open Bedroom Windows at Night," W. S. Harris and R. H. Weigel. Univ. of Ill. Eng. Exp. Sta. Bull. No. 391.

** I-B-R Installation Guide No. 5 is obtainable from the Institute of Boiler and Radiator Manufacturers, 60 East 42nd Street, New York 17, New York. Price, 50 cents.

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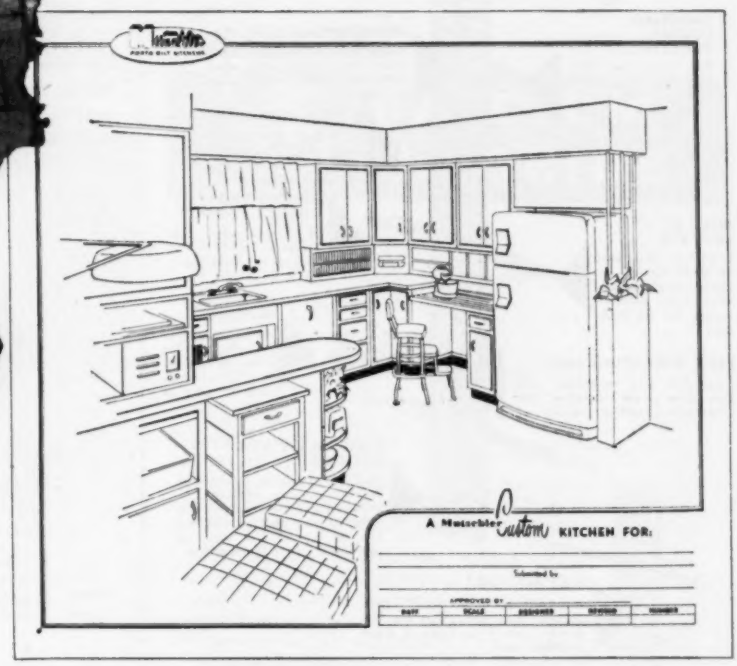

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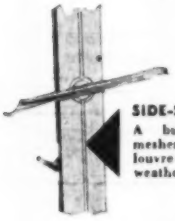

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heating

(*Continued from page 324*)

215 F can be used with assurance that boiling will not occur. Increasing the design water temperature above 180 F reduces the amount of radiation required by the percentages shown in Table 2.

Above all else, when designing a hot water heating system for peak performance and low installation cost it is important to size the system according to carefully made heat loss calculations and to avoid making increases in the amount of radiation or in the boiler size "just for safety's sake." Figure 2 is a graphic representation of a heat balance of the I-B-R Research Home. While sufficient radiation was provided to offset the heat loss. Figure 2 shows that only a fraction of the total heat required was supplied by the radiation. The remainder was obtained from the so-called "pipe and chimney losses" and from other sources such as electricity, cooking and human occupancy. Thus, providing

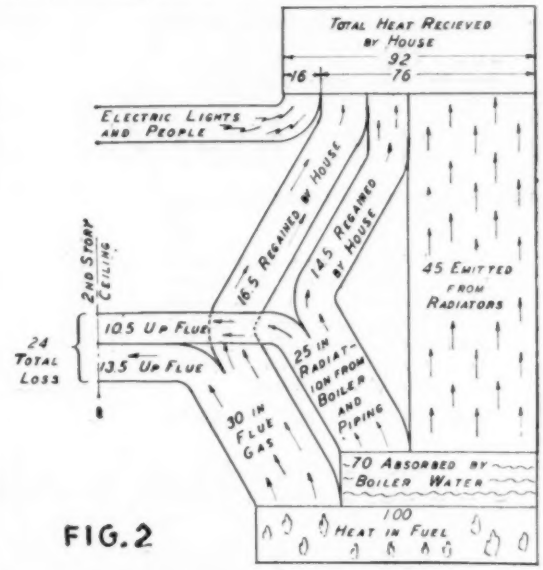

FIG. 2

HEAT FLOW DIAGRAM OF THE I-B-R RESEARCH HOME

Heat Balance, I-B-R Research Home—This heat balance was obtained by actual test on a one-pipe, forced-circulation, hot water system designed in accordance with the I-B-R installation guides. A relatively large proportion of the so-called "radiation losses" from boiler and piping, and flue losses eventually are utilized to offset heat losses from the house, making it necessary for the radiation to provide for only a portion of the heat loss

the ratings of the equipment are correct, there are enough safety factors in the accepted design methods to prevent undersizing. Assurance of proper ratings may be had by selecting code-rated equipment.

Savings Made by Simplified Piping Practices

A typical one story, basementless house has been selected to illustrate the savings which can be made in installation cost of hot water heating systems by the use of simplified piping practices and high design water temperatures. The floor plans and heating system piping plans are shown in Figure 3. The calculated heat losses

(*Continued on page 328*)

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The Eliason Stair Gauge takes all the grief and bother out of building staircases. In a few seconds you get both correct length and angle for stair treads, risers, closet shelves, etc., ready to mark board. Each end automatically pivots and locks at exact length and angle needed for perfect fit. Adjustable to fit any stairway. Saves a day or more, increases your profits $20 to $30 on each staircase. Made of nickel plated steel. Fully guaranteed. Circular on request.

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Measure tread in a few seconds for perfect fit.

Gracious Living with BENDIX *mouldings*

At small cost, builders can add great sales appeal through the use of BENDIX embossed and deeply carved moulding. Learn how BENDIX mouldings actually help clinch sales. Write for details.

BENDIX *Mfg. Co.*

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- 10 second blade change
- Easy-action Swing Tip

Numerals are rightside up for right-hand marking

The Carlson 3210 RH White Chief is designed with numerals reading from *right* to *left* (conventional rules read *left* to *right*). Hold the 3210 RH rule in your left hand and pencil in your right . . . numerals are rightside up for right-handed marking. This new rule offers new right-hand convenience plus all the famous Carlson features:

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SOLVAY CALCIUM CHLORIDE

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Whether you do your own mixing or use transit-mix concrete, you will be sure of quality work, minimum cost and a faster operation if you are sure that your specifications include: 1. The use of heated water and materials. 2. The use of SOLVAY Calcium Chloride in the mix. 3. The use of proper covering or protection against anticipated temperatures.

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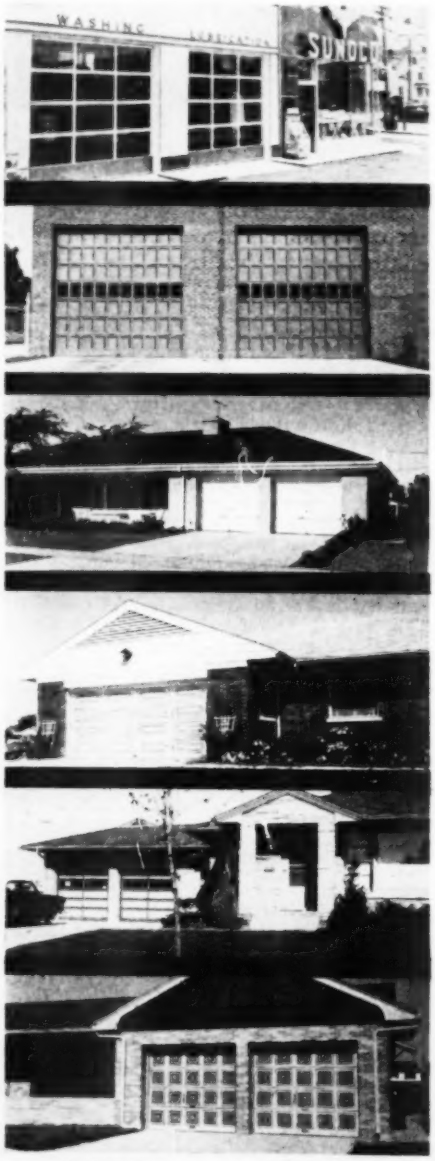
Raynor Mfg. Co. extends a personal invitation to every builder attending the

1954 NAHB Convention

to visit the Raynor Wood Sectional Overhead Door Display in Booths 451 and 452, Exhibition Hall, Sherman Hotel.

NAHB CONVENTION – Chicago, Illinois – January 17-21, 1954



RAYNOR MANUFACTURING CO.
DIXON, ILLINOIS

Builders of a Complete Line of WOOD SECTIONAL OVERHEAD DOORS

(Continued from 326)

are given in Table 3. The following hot water systems were laid out for this house:

1. A conventional one-pipe, forced-circulation, hot water system using baseboard and a design water temperature of 180 F.
2. The same as 1, but with a design water temperature of 215 F.
3. The same as 2, but using simplified piping and omitting radiator valves.
4. A series connected baseboard system using a design water temperature of 215 F.

A summary of the materials required, material cost at trade prices, and an estimate of the direct labor cost based on a scale of $3 per hour are given in Table 4. The labor estimates are based on a report of a time study of piping in a large manufacturing plant and do not include allowances for indirect time charges such as supervision and clerical work.

It may be seen that merely increasing the design water temperature from 180 F to 215 F reduced the cost by $75.28, or about 9 per cent. Elimination of unnecessary swing joints and valves resulted in an additional cost reduction of $29.57, and by using a series

TABLE 3

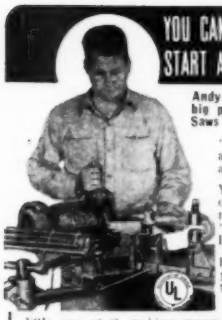
Data on Basementless House

Room	Dimensions	Heated Space, cu. ft.	Calculated Heat Loss, Btu's per hr.*
Utility Room	8 ft. 0 in. x 11 ft. 10 in.	755	5,490
Kitchen	9 ft. 3 in. x 11 ft. 10 in.	784	6,384
Living Room	11 ft. 10 in. x 19 ft. 10 in.	1,869	13,680
Front Bedroom	9 ft. 11 in. x 11 ft. 10 in.	935	7,182
Rear Bedroom	8 ft. 9 in. x 11 ft. 10 in.	831	6,612
Bath	5 ft. 0 in. x 8 ft. 1 in.	324	2,394
Hall	7 ft. 1 in. x 13 ft. 7 in.	204	570
	Totals	5,702	42,312

* Based on indoor temperatures = 70 F
Outdoor temperatures = −10 F

loop system, the cost was reduced by another $53.42. In other words, the series loop system based on a design water temperature of 215 F may be installed in this five-room house for $671.08, a savings of $163.27 (about 19.5 per cent) over the cost of a conventional one-pipe system based on a design water temperature of 180 F. Greater savings would be possible on larger systems.

The values in Table 4 are based on the use of quality, code-rated equipment, and the savings indicated are conservative in that no additions have been made to cover indirect costs, overhead and profit. These would increase the cost values given in the table by 30 per cent or more, and would result in corresponding increases in the savings effected by the use of high design water temperature, simplified piping and series loop systems. If the contractor will take advantage of these, there is no reason why good hot water heating systems cannot be installed at a competitive cost.



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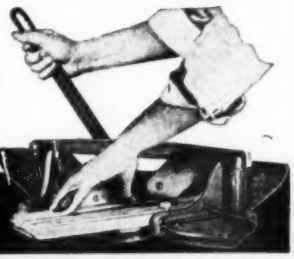

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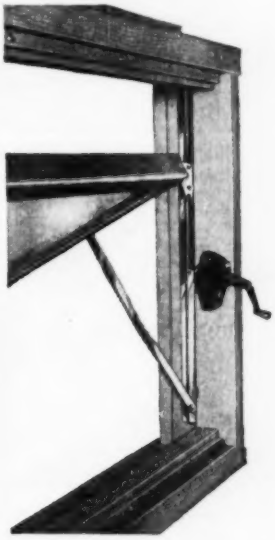
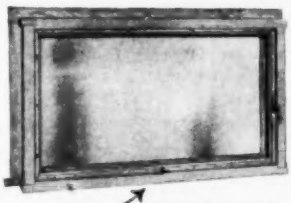


Window fully opened to 90° angle (Right hand stop removed)

Window partially opened to 45° angle (Right hand stop removed)



Locking mechanism — Window fully closed (All stops in place)

Special Features

Ventilating Panels Open Outward to a full 90° and Drop for Full View and Most Efficient Ventilation ● Fingertip Gear-operated Control ● Operating Mechanism Fully Concealed ● Nylon Rollers Assure Smooth, Noiseless Operation ● Handle Grip Location Adjustable Down 30° from horizontal position ● Hinging Mechanism Completely Invisible ● Positive Locking Mechanism Fully Concealed Except For Operating Lever ● Designed For Use on Wood and Metal Windows as follows: Sash opening height 16" through 25". Any sash width up to 48" and maximum carrying capacity 40 lbs. per sash. ● Can be Used with Any Type of Glazing Including Double Glazing up to 1" ● The Mechanism is an Integral Part of Window and therefore Eliminates all Problems Pertaining to Wall Thickness and Trim ● Provides for Easy Washing of both sides of Panes from Inside ● Quick and Easy Installation ● Exposed Controls Finished in Statuary Bronze or Special Finishes on request.

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technical guide

for builders and craftsmen

Before ordering glass, measure the back wall along the tub length, measure the various lengths of base required and make cardboard patterns of plumbing outlets

An easy way to lay out the cardboard template is to chalk the ends of the fittings

Place template so it rests on tub rim with left end butting against back wall. Apply pressure against pipe fittings to pick up the chalk impression on template

Reverse cardboard and check to see that proper chalk impressions have been made on the template

a new way to apply decorative glass on bathroom walls

Decorative glass, while too expensive for complete coverage of all the walls in the bathrooms of modest-price homes, can be used inexpensively and effectively in areas where protection is necessary.

Prior to ordering the glass, three simple steps are necessary: Measure the back wall along the tub length; measure the various lengths of base; make cardboard patterns of the location of the plumbing outlets.

There is no necessity for establishing levels, aligning walls, or cutting and drilling on the job. The tub surround merely rests on the edge of the tub, regardless of whether the tub is exactly level or not. This is possible because the glass unit has no connection with any other. The base follows the floor with no trimming or leveling. The photographs and captions tell the step by step procedure.

(*Continued on page* 332)

Photographs and data courtesy of the Pittsburgh Plate Glass Company. Product is Carrara glass.

View of the fixture walls of the bathroom showing the completed installation of the glass walls

FOR SUMMER COMFORT,

the U. S. National Bureau of Standards rates multiple layers of aluminum FIRST

among all insulations it tested, as reported in its booklet, "Effect of Ceiling Insulation upon Summer Comfort," BMS52.

(You can get it at our expense.)

To be comfortable in summer you must ward off unwanted heat rays or radiation. Most heat flow thru a *roof space* in summer is by radiation. There is no convection down, and little conduction thru low density air.

Temperatures can reach over 140° F. in some attics. With an absorptivity for heat rays of only 3%, reflectivity 97%, and emissivity 3%, multiple accordion aluminum is an effective shield against summer heat. The slight mass of its components, air being preponderant, makes it very low in heat storage.

COST OF AIR-CONDITIONING REDUCED

This shield against radiant heat lifts part of the load from house-cooling equipment, reducing installation and up-keep costs. But the building, which is *not* artificially cooled, needs this shield even more!

Multiple accordion aluminum is also markedly effective against radiation through a *wall space.*

Air of higher outside temperatures will support more vapor than the cooler air inside a building. Often vapor flows from the outside to the inside of the house, obedient to the law of physics that vapor travels from areas of greater to less density.

Multiple accordion aluminum has long, continuous metallic sheets on *both* sides which are impervious to water vapor. Infiltration under the flat, stapled flanges is slight. The scientific construction of multiple layers of aluminum, fiber and air spaces, minimizes condensation formation on or within this type of insulation. Timber rot, crumbling plaster, peeling paint, etc. are minimized.

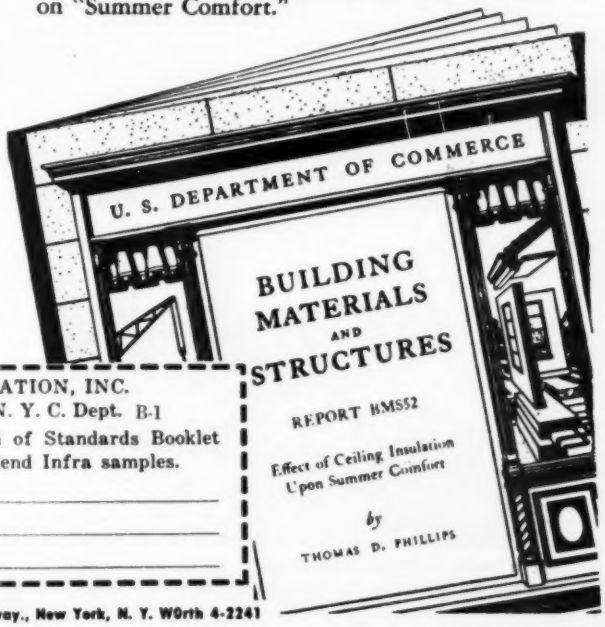
CAUTION: *We do not recommend that vapor barriers be placed on both sides of all insulations.*

IN WINTER, NEED FOR INFRA EVEN GREATER

The low conductivity, the slight heat ray absorptivity and emissivity of multiple accordion aluminum, and the retarding of inner and outer convection by the multiple layers of metal and fiber, amazingly effective in summer, assume paramount importance in winter when this 3-fold bar to outward heat flow cuts fuel bills and increases comfort.

NEW INSULATION NOW GIVES EDGE TO EDGE COVERAGE

Multiple accordion aluminum is now available which completely covers and protects the space between studs or joists with a "blanket" of uniform depth. Commercially, it is available as Infra Insulation, Types 6-S*i* and 4-S*i*. Write for description and samples. Use the coupon to get the booklet on "Summer Comfort."



COST OF INFRA INSTALLED in new construction between wood joists, material with labor

Type 6-S*i* under 9½¢ sq. ft.
Type 4-S*i* under 7½¢ sq. ft.

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INFRA INSULATION, INC., 525 Bway., New York, N. Y. WOrth 4-2241

technical guide

for builders and craftsmen

(Continued from page 330)

Reverse cardboard and mark "tub side" and "bottom side" on cardboard for reference

Cut holes in cardboard pattern using chalk marks as cutting guide

Place template over fittings to check hole alignment

Use a trowel or mastic comb to make serrations in mastic to allow for expansion of mastic when pressure is applied in setting

Place two pieces of a match cover in mastic on tub rim upon which the glass is set. This prevents the glass from setting directly on the tub rim

Place bottom glass panel against back wall (resting on cardboard tabs) and apply pressure against glass to give proper adhesion between glass and wall

Install end panel in the same manner. Butter the edge which butts against the back panel with pointing compound to insure a waterproof seal

Set end panel in a manner similar to the back panel with the lower edge placed on cardboard tabs imbedded in the waterproof mastic

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new markets
new profits
for you!

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- A basically better siding material with all the strength and durability of all-wood hardboard. Resists weather, water and abrasion.
- A lower original cost that makes it easier to sell.
- A nationally-advertised brand name that tells and sells your customers in advance.
- Easier application and easier painting. Your men like to handle it; your customers enjoy the greater savings in application and maintenance.
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- An eye-pleasing finished job that you'll be proud of—one you can use to help get new business.

MASONITE PEG-BOARD* PANELS AND FIXTURES. They've taken the trade by storm! Progressive builders have been quick to capitalize on the sales-winning possibilities of these perforated panels. You can use them as a basic material in new homes...give a new dimension to interior decoration. In new and older homes they create space-saving "working walls" for more efficient living!

Here's what Masonite Peg-Board panels offer:

- A tested and approved product with advantages the home-owner can see—at once!
- A top-quality *brand name* that your customers have confidence in.
- A selection of more than 60 metal fixtures for hanging everything from a slip of paper to a wheelbarrow.
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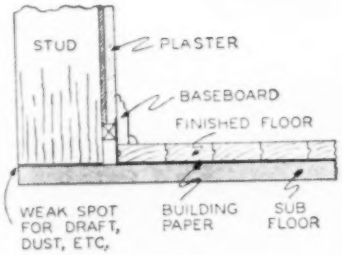
how would you do it?

ideas for the man on the job

for draft-proof floors—



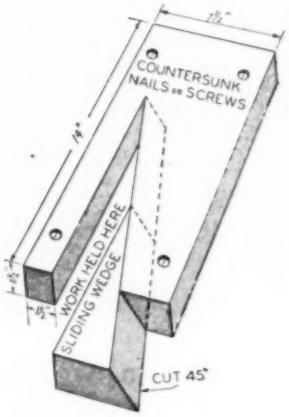
When you lay flooring, turn the building paper used between the subfloor and finished flooring up against the walls high enough to be hidden by the baseboard. This will prevent dust and drafts from entering between the floor and the baseboard, particularly at a later time when the tendency is for the baseboard and floor to separate a bit.—W. Kraatz, Santa Cruz, Calif.

how to make a bench vise

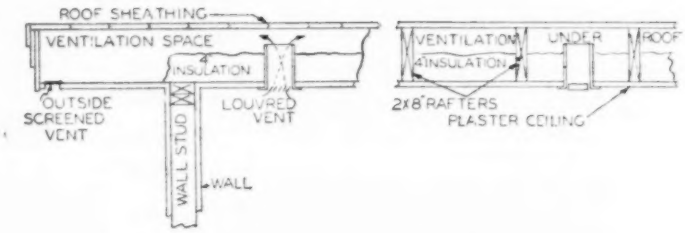
This inexpensive and practical bench vise can be made from a scrap of wood of 1- or 2-inch thickness. Cut a section of the scrap wood about 7½ inches wide and about 14 inches long.

About 1½ inches from one side, cut a triangular slice in the shape of a wedge. One side of the wedge should be cut at a 45-degree angle.

When the bench vise is secured to your worktable, work is held between the vise and sliding wedge.—H. W. Vance, Fort Dodge, Iowa.



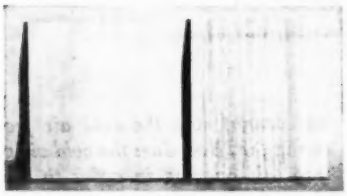
an automatic ceiling ventilator



A flat-roofed house needs ventilated space above the insulation and below the roof to prevent condensation. Since a sheet of air moves constantly through this space, it provides an excellent medium for automatically ventilating kitchens and bathrooms.

Set a small square grille or register (with adjustable louvers) to which a 5½-inch pipe has been fitted into the ceiling. The pipe should protrude through the usual four inches of insulation into the ventilated space above. Even with windows and doors closed, the ceiling ventilator automatically draws air from beneath, preventing the collection of steam and odors.—E. L. Schwatt, Brigantine, N. J.

PLYWOOD— the next step



Panels of ¼-inch thickness with (left) gum and mahogany veneers. The wood core was made from spent pine chips

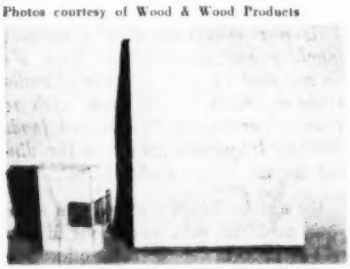
Elmendorf Research, Inc. of Chicago, wood research laboratory, is making plywood history with the announcement of a new low-cost process for making hardwood veneer panels.

Called Nu-Plywood, a new panel material developed by Elmendorf is designed to be made in wallboard sizes out of wood particles derived from sawmill or veneer mill waste. It is faced with veneer from such woods as birch, gum, elm, maple, ash and other species. Panels are from ⅛ inch to ¾ inches in thickness and compare favorably with conventional plywood in strength and stiffness. The new material now is in pilot stage of manufacture.

The Elmendorf process uses a special press to weld together a core of fine waste particles. The whole process is mechanized, and there is no laying up of the core by hand.

A hardwood veneer is bonded directly to the core without cross-banding. This veneer is much thinner than the usual face veneer, often being as fine as 1/64 inch. The veneers have been so thoroughly plasticized in manufacture that very little filling is required for woods that are normally open-pored. A single finish coat of varnish or lacquer gives excellent results in wall paneling made of the new board.

Photos courtesy of Wood & Wood Products



¾-inch panel with 1/64-inch birch faces is easily rabbeted and used for cupboard doors. The panels hold screws firmly

Scotts® LAWN BEAUTY

a Plus Value that sells homes

Many "extra features" are incorporated into today's homes to attract prospects, make sales. A *Scott lawn* is the standard of perfection known to everyone because it adds so much to the final appearance of any home . . . it's a natural *plus value* that's in step with the outdoor living atmosphere wanted today. You can furnish homes with a beautiful carpet of *Scotts* velvety turf for very little, if any more, than ordinary lawns.

Start now to benefit from the extra sales appeal of saying "my homes include a *Scotts* lawn." Spring is a very favorable seeding time, so don't delay seeing your local *Scott* dealer or writing our turf specialists for recommendations and prices.

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READ *Lawn Care*
Keep up to date on lawn building developments along with practical tips on soil conditioning, grading, feeding, drainage, seeding, sprinkling, etc. Lifetime subscription to Lawn Care and digest of 100 back issues is yours for the asking.

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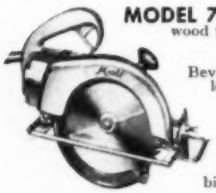
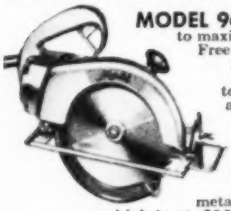
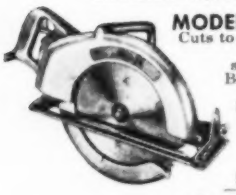


MODEL 70—7¼" blade. Cuts wood to a maximum depth of 2¼". Free blade speed of 4800 r.p.m. Bevel cut adjustment allows cuts to 2" at 45°. Depth adjustment for minimum cut of 13/16". Arbor hole size of 15/16". Weighs 16 pounds. Equipment—combination blade, 15-foot cord, metal case, special tools, and lubricant. **$115.00.** f.o.b. Chicago



MODEL 96—9½" blade. Cuts to maximum depth of 3⅜". Free blade speed of 3800 r.p.m. Bevel cut adjustment gives cuts to 2¾" at 45°. Depth adjustment for minimum cut of 2 1/16". Arbor hole size of 13/16". Weighs 19 pounds. Equipment—combination blade, 15-foot cord, metal case, special tools, and lubricant. **$155.00.** f.o.b. Chicago



MODEL 128—12" blade. Cuts to maximum depth of 4⅝". Free blade speed of 3200 r.p.m. Bevel cut adjustment allows cuts to 3⅝". Depth adjustment for minimum cut of 2⅜". Arbor hole size of 13/16". Weighs 36 pounds. Equipment—one cross cut blade and one combination blade, 15-foot cord, rip fence guide, metal case, special tools, and lubricant. **$215.00.** f.o.b. Chicago

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ask the experts

ventilating with storm sash

I have ordinary wood-sash storm windows on my house. I need to install some sort of ventilation. I would appreciate your advice as to the relative merit of placing a ventilator in the top or the bottom cross bar of the storm sash.

J. R., Salem, Ore.

We suggest that you apply metal storm sash adjusters on the side jamb of the window frame, securing them to the storm sash and then providing hangers at the top of the windows and storm sash. In this way the storm sash can be opened a small distance or for the entire distance that the adjuster will allow. This distance should normally be about twelve inches.

cold air comes in through pulley openings

Cold air comes in through window pulley openings in a house of frame construction. The attic is insulated between the ceiling and attic floor. Sidewalls are not. The house is built with beveled siding, wood sheathing. Inside walls are plastered. Exterior sheathing is fitted right to the window jambs.

There are storm windows on all openings. The cellar is warm due to furnace pipes. I have calked around windows, filled cracks and done most everything that I know of, but cannot stop the cold air from coming in. How does the cold air get into this opening in order to blow through the window pulley rope openings?

W. E. B., Binghamton, N. Y

You, no doubt, have taken the necessary precautions to eliminate all possible air leakage from the outside around the window frames and window trim. Your side walls are not insulated. Under such conditions, the air space in the side walls becomes extremely cold during the winter as well as the space in which the window weights are contained

Due to the extreme loss of heat from these spaces, the air becomes very cold and will cause extreme leakages at the window pulley opening. This air movement is caused by a difference in densities of air. The air within the space being much heavier because of its lower temperature which causes a natural circulation of air.

Providing that you have taken every precauction to seal the outside, I see no solution to your problem unless you replace the sash weight-type pulleys with spring-type pulleys and insulate the space around the window frame with a fill insulation.

cleaning concrete floors

About three years ago, we built a dining lodge and kitchen. After the concrete floor had been steel troweled to a smooth finish and had partly set, the contractor was ordered to take a wood float and rough up the surface. As a result, it is hard to keep clean. This past month we used a terrazzo machine and smoothed the floor. We do not wish to paint because of maintenance Some of the men wish to stain it because of liquids and foods that are frequently spilled in the dining room. *C. U., Dover, N J*

We are confident that you can solve your problem with your floor if you will refer to the suggestions offered in the booklet "Concrete Floor Finishes" which we have sent you.

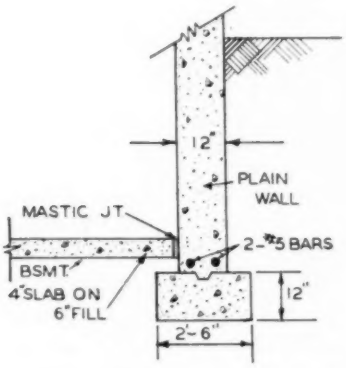
Portland Cement Association

ask the *experts*

how large a footing?

I am planning to build a ranch house that will be fifty-two feet long, and twenty-seven feet wide. The house will be one story, with a basement. The lot is made up of a sandy loam. How large a footing will be necessary to support this house satisfactorily? Will I need reinforcing rods in the footing? Would you recommend a ten-inch block for the basement walls or should the basement walls be of reinforced, poured concrete? The house will be of brick veneer.

G. L., Bradley, Ill.



The normal procedure used to design footings for any sort of structure calls for the computation of the weight of the structure and the amount of the live load to be carried by every segment of the footing. The footing is then designed on the basis of this information and upon an allowable soil-carrying capacity determined by a field test of the soil.

The soils information you have given here is insufficient to determine a bearing capacity figure, since the moisture content, specific gravity and many other factors are not given. But for general conditions, we would recommend that you construct your footing 2 feet 6 inches wide and 12 inches deep with two #5 bars continuous in poured concrete basement wall. This would be a safe size for footings supporting a wall, roof and basement construction.

Wilbur Tuggle,
Structural Engineer

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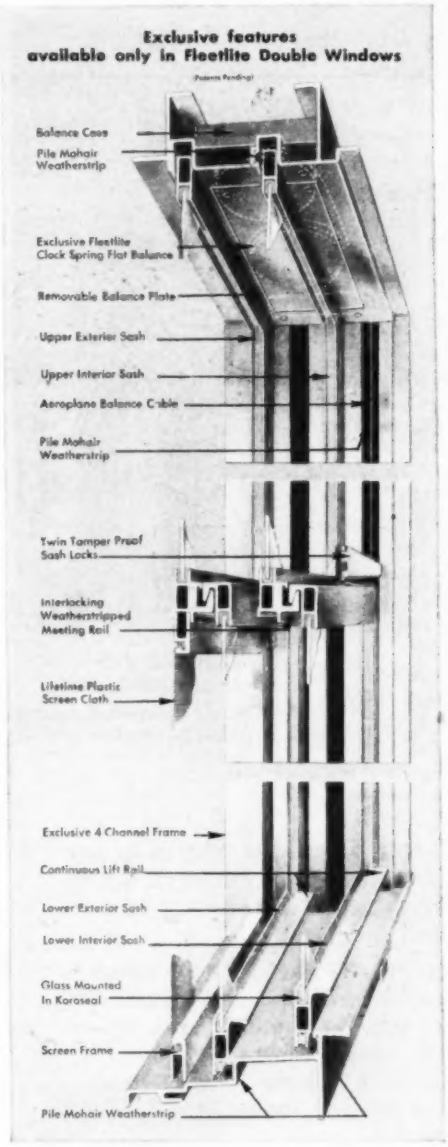

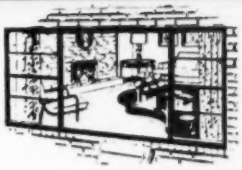

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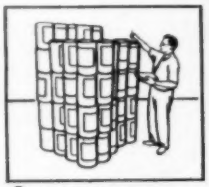

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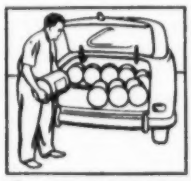

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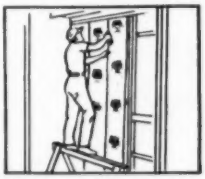

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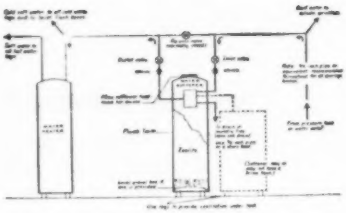


SYSTEM A—providing installation for soft water throughout the home. Note position of water softener unit in relation to indoor hot and cold outlets

two ways to install water softeners

There are two recommended systems for installing a water softener to serve various home outlets, the Water Conditioning Foundation points out.

System A provides complete softening of both hot and cold water at all outlets. The only exception is hard water for lawn sprinklers, which bypasses the main incoming supply line before it enters the softener.

System B softens both hot and cold water, with the exception of water for toilet flush tanks and outside lawn sprinklers. It is not necessary to extend a separate cold hard water line to the kitchen for drinking and cooking, since soft water is as safe to drink as hard. If hard water is preferred for drinking, a second cold water line will have to be run to the kitchen. For cooking, softened cold water is recommended only because it improves food's appearance.

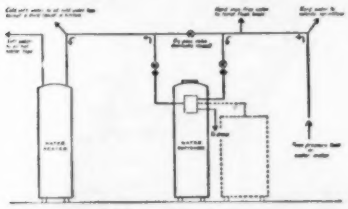
In certain area, water not only is hard but has an iron content which causes rusty-looking stains on enameled plumbing fixtures. Such water requires a combination iron filtering and water softening system for its proper conditioning.

"Do's" and "Don'ts" when installing water softening equipment:

1. Use ¾-inch galvanized pipe or copper pipe of equivalent water carrying capacity.
2. Install a by-pass line with valve and inlet and outlet valves so the softener or filter may be serviced conveniently.
3. Do not restrict a drain line or

use a long garden hose. The larger the softener or filter, the more important this becomes.

4. Do not connect the drain line solidly into any waste or sewer line for sanitary reasons. It violates most



SYSTEM B—for soft water throughout the home except for toilet flush boxes and outside lawn sprinklers. Provides soft water to all hot water taps

plumbing codes. An open end drain also is desirable to check the rinsing of the softener.

5. Installer should load the softener, backwash, sterilize, place in operation and check for softened water. It is not necessary to regenerate a new softening unit.

6. Comply with local plumbing codes when installing water softening equipment.

We're sorry for the mix-up—

In the article, "*An Ideal Mortgage for the Mass Market,*" featured on pages 88 through 91 of our December issue, houses built by Sidney C. Barnes and Morton Graddis in the Detroit area, and by Joseph L. Curran and Clifford B. Johnson Fort Dearborn Building Co.) in and around Dearborn, Michigan, were shown on pages 90-91 as examples of what is being done under Section 8. Unfortunately, the houses of Barnes and Graddis described on page 90 are pictured on page 91, while the houses of Curran and Johnson pictured on page 90 are described on page 91. We sincerely regret this mix-up and wish to apologize publicly to the building firms involved.

review of color standards

A 20-page booklet is available which contains a complete review of color standards of interest to the building and construction trades. Listed alphabetically are such items as bathroom accessories, facing tile, kitchen accessories. Booklet is available upon request to Faber Birren & Co., Dept., AB, 500 Fifth Ave., New York 36, N. Y.

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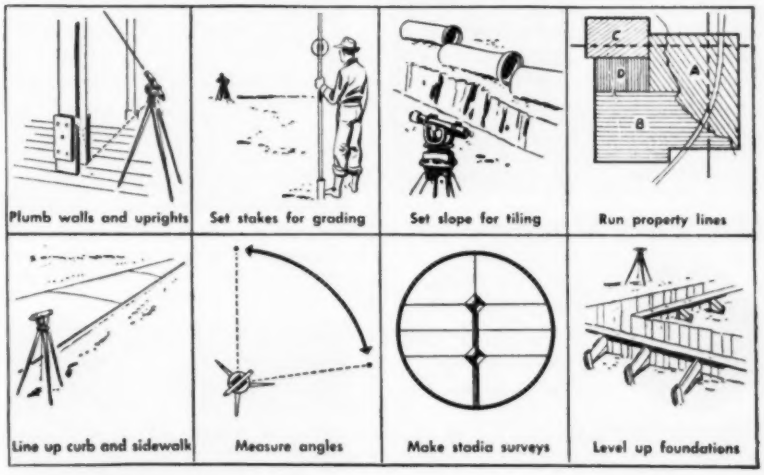

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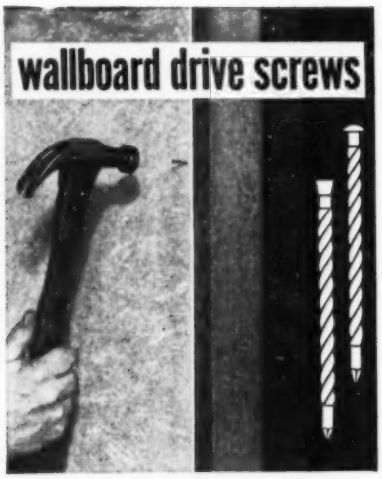

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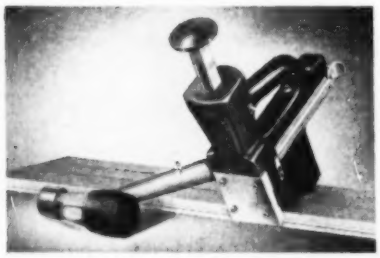

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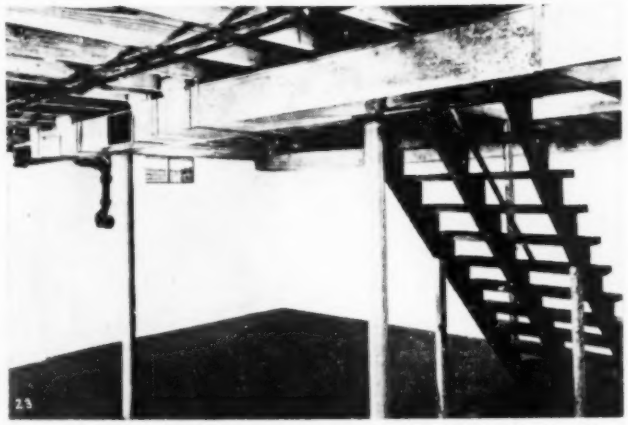
how to apply masonry paint



Masonry paint, applied on inside walls of basement, helps to prevent water leakage; provides a clean, decorative finish

Important to the application of masonry paint is the preparation of the surface. All excessive and loose mortar should be removed. Clean all dirt, mud and loose particles from the surface with a stiff brush. Then hose down or rinse.

Use a brush of good quality to apply masonry paint. A heavy-bodied, short-bristled white fiber, nylon or china bristle brush may be used for first and second coats. Before applying the paint, wet the surface until it is completely saturated, but not so that it is dripping wet.

Complete coverage and uniform application of both first and second coats are important. This is especially true when applying colors. Avoid "touching up" or "spotting in" once paint begins to get tacky or to pull the brush.

For best textural appearance, completely finish one section of a wall at a time. Do not apply masonry paint if walls contain frost or when temperatures are below 40 degrees or may be within 48 hours.

Photographs courtesy of American Sta-Dri Company

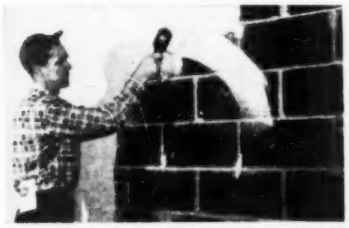
Applying masonry paints is a one-man job. Clean surface of dirt, dust and foreign matter. Scrub with a fiber brush and clean water so masonry paint will bond

After thorough cleaning, fill all holes and voids. Point up cracks. Special products are available for this purpose

After cleaning and pointing, rub surface with a brick or rubbing stone to knock off surplus hardened mortar and protruding masonry particles

Most masonry paint is available in powder form; requires only the addition of water. Follow directions. Stir into a smooth paint consistency

Wet surface on which the masonry paint is to be applied. Be sure that surface is uniformly wetted before applying paint. A wet surface is necessary for proper bonding of paint

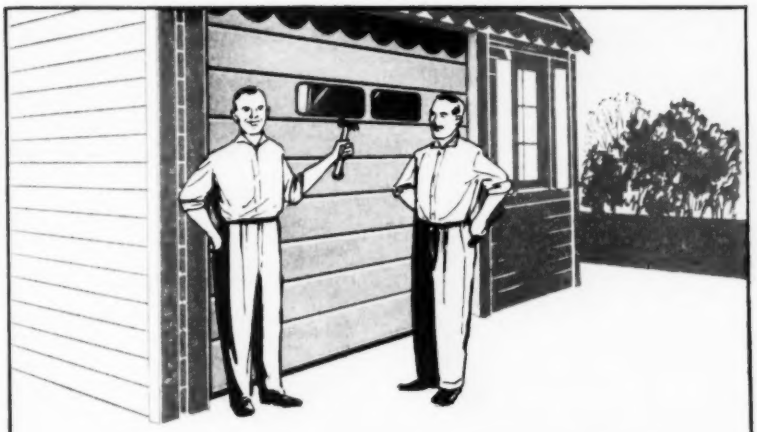


On rough surfaces, use a moderately stiff fiber brush for the first coat. Apply paint with a scrubbing action to penetrate the surface and to fill all pores

For dense, smooth surfaces, use a soft fiber brush for the first coat. Apply paint Brush on masonry paint so that all areas are thoroughly covered

Immediately preceding application of second coat of masonry paint, wet down surface to be painted

After wetting surface, apply second coat of masonry paint. Use a brush like the one shown. Brush on paint to cover surface completely



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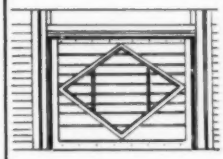
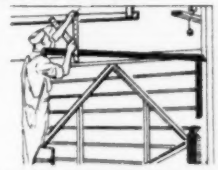
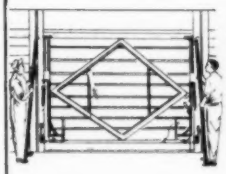


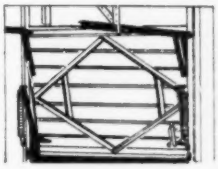
Step 1
To begin installation block door in center of opening allowing ½" clearance on top and sides.



Step 3
Tracks are then swung up into position; adjustable track hangers are attached to track and hangers are nailed to nearest supporting cross member.



Step 2
The hardware, which has been factory assembled into right and left hand sections, is then fastened to door and jamb.



Step 4
Lift door to open position, fasten springs, attach bottom and top weatherstrips, and make final adjustments.

Elapsed time: approx. 15 minutes

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